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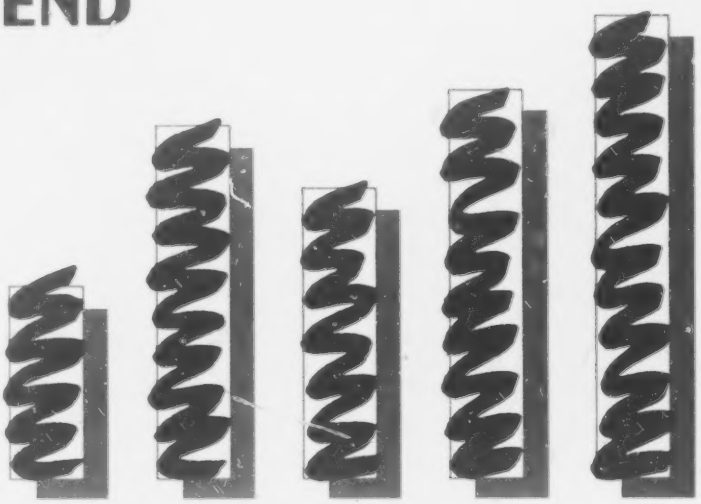
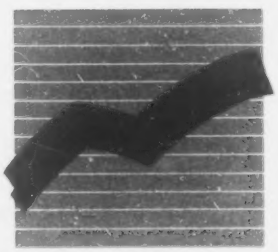
Audit Bureau of Circulations

1991 MAGAZINE TREND REPORT





Five-year circulation and advertising rate trends of more than 250 U.S. and Canadian magazines

900 North Meacham Road, Schaumburg, Illinois 60173-4968

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ABC Magazine Trend Report
1986-1990

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Audit Bureau of Circulations
900 North Meacham Road
Schaumburg, Illinois 60173-4968
708-605-0909

FOREWORD

PURPOSE. The 1991 ABC Magazine Trend Report is published primarily for advertisers, advertising agencies and publishers interested in objective information on a large number of ABC-audited magazines.

This report includes circulation and advertising rate data for 189 U.S. and 58 Canadian ABC magazine members. The data in this edition have been compiled for the five year period from 1986-1990. U.S. magazines are grouped according to general interest categories which correspond to the publications' main listing in Standard Rate & Data's Consumer Magazine edition. The Canadian magazines are listed in two sections - English and French - and grouped according to general interest categories which correspond to the publications' main listing in Canadian Advertising Rates & Data.

CRITERIA. To be included in this report, a U.S. magazine must have an ABC-audited average paid circulation of at least 100,000 and an annual advertising revenue of at least $1,000,000. Canadian magazines must be ABC members.

PUBLICATIONS. The 1991 Edition includes 9 new U.S. and 1 new Canadian magazine listings:

New U.S. Publications	New Canadian Publication
Country America	Safarir
Decorating Remodeling	
Longevity	
Mature Outlook	
Parenting Magazine	
Sesame Street Magazine	
Spin	
Travel-Holiday	
The Walking Magazine	

Previously listed publications not included in this edition are: The Atlantic, Harvard Business Review, Manhattan, Inc., Mother Earth News, Ms. Magazine, New England Monthly, Psychology Today, Savvy Woman, Working Mother (U.S.); ACTIF, Atlantic Insight, Coup de Pouce Extra, Femme Plus, Le Lundi (Canada).

DATA FOR EACH MAGAZINE INCLUDE:

- Average paid circulation
- Percent of subscriptions
- Post expiration copies
- Total subscription sales
- % circulation within 48 continental states
- Subscription and single copy prices, with percent discount
- Percent sold with premium
- Advertising page rates - black & white and four color
- Cost per page per thousand circulation
- Advertising rate base/circulation guarantee
- # of issues below rate base/circulation guarantee

In addition to the data provided on individual publications, indices are provided for each of the classifications. These tables use 1986 as the base year (if available) and show percentage changes for each subsequent year for three data items.

FOREWORD (cont.)

EXPLANATION OF DATA ITEMS AND SOURCES.

Average Paid Circulation. This figure, rounded to the nearest hundred, is a weighted average determined from Average Total Paid Circulation reported in Paragraph 1 of June and December Publisher's Statements and/or Initial Audit Reports (see Special Notes, page 7).

Percentage Subscription. Determined from same information used for Average Paid Circulation (above).

Post Expiration Copies. This figure is taken from Paragraph 7 of the June and December Publisher's Statements.

Total Subscriptions Sold. This figure, rounded to the nearest hundred, is the sum of the totals reported in Paragraphs 3-6 of June and December statements.

Percentage of U.S. Circulation. Determined by subtracting the total circulation for Alaska & Hawaii from the total U.S. and dividing by the grand total circulation from Paragraph 12 of the December statement.

Percentage at Basic Rates. Determined by dividing the sum of lines 3a., 3b. and 3d. from June and December statements by Total Subscriptions Sold (above). NOTE: To maintain comparability with the data shown in previously issued ANA reports, all subscriptions sold at prices other than those reported as being sold at "lower than basic prices" have been included in the calculation of the "%@Basic Rates." Accordingly, subscriptions sold at "higher than basic prices" and those sold at "association subscription prices" are included in the percentage of subscriptions sold at basic rates.

Percentage Sold with Premium. Determined by subtracting line 6a. from the Total Subscriptions Sold in Period and then divided by the Total Subscriptions Sold in Period for the June and December statements.

Single Copy Price/1 Yr. Sub. Price/% Disc. Information is taken from the December 31st reports of each year and reflects information in effect as of December 31st of each year. All prices shown reflect those noted as "Basic." The percent discount is based on the difference between the one year subscription price versus the single copy price multiplied by the total number of issues for the year.

Advertising Rates. For U.S. publications, the four color and black & white rates shown are those reported in effect as of December 31 of each year, based on Standard Rate and Data Services' Consumer Magazine issues. The advertising rates for Canadian publications were compiled from January 1986-1990 issues of Canadian Advertising Rates & Data.

Cost per Thousand. Determined by dividing the advertising rate by the average paid circulation and multiplying by 1,000.

Rate Base/Circulation Guarantee. Information on each publication's advertising rate base/circulation guarantee was obtained from released ABC Audit Reports. The abbreviation "N.C." (none claimed) appears for any year a publication may not have reported a rate base/circulation guarantee.

Issues Below Rate Base. A total # of issues that did not meet the publication's advertising rate base/circulation guarantee for the June and December statements.

FUTURE EDITIONS. The next edition of this report will incorporate 1991 data. Suggestions for making future editions more useful are welcomed.

GENERAL INFORMATION RELATING TO CIRCULATION METHODS USED BY PUBLISHERS

Audit Bureau of Circulations (ABC) reports provide quantitative facts on circulation, not qualitative measures of the relative merits of circulation methods. However, ABC figures provide a basis for questions to publishers regarding the use of various channels of distribution and selling techniques.

The publisher's selection of circulation sources is based primarily on the economics of each source for the particular publication, its long-range and short-range effects on the publication and over-all circulation objectives.

The following may be helpful in attaining a better understanding of the various channels of distribution used by magazine publishers and reported on in ABC Publisher's Statements and Audit Reports.

A. Single Copy Sales (Paragraph 1)

Single-copy sales are obtained through newsdealers, supermarkets, drugstores, confectionery stores, tobacco shops, hotels and other retail outlets. It has been stated that although the continuity of purchase of a magazine in this manner is more likely to be on an irregular basis, the act of buying is generally believed to indicate strong interest in the magazine purchased.

At the same time, special interest publications and others may place less emphasis on the importance of having single-copy circulation because of inherent marketing factors for reaching target audiences in the most economical manner.

Bulk and all other. This circulation is explained in Paragraph 11 of ABC reports. Normally such circulation includes multiple-copy sales of an individual issue to a single source and may be a part of a promotion program by the bulk purchaser.

B. Channels of Subscription Sales (Paragraph 5)

(a) Ordered by mail and/or direct request.

Usually this method of subscription procurement is considered by many publications to be the most important and profitable method of obtaining renewal subscriptions. It is frequently claimed that this is the largest source of new subscriptions and often represents the greatest number of subscription sales reported by ABC member magazines.

Using this method of subscription procurement, publishers can to a large extent direct their subscription promotion efforts to specific markets or prospects of predetermined and known characteristics. Renewals are generally solicited by mail and many publishers believe that new subscriptions "ordered by mail and/or direct request" produce a higher renewal rate.

Since it is considered difficult to utilize individualized sales approaches for this method of subscription solicitations, especially for new business, offers frequently include short-term "introductory" subscriptions at a special price, long-term subscriptions at substantial savings, or "sweepstakes" offers. Apparently, the use of combination offers or the offer of premiums are less frequently used as a procurement method for this type of subscription.

(b) Ordered through salespeople.

1. *Catalog agencies and individual agents.* The bulk of the subscription production from this source is generally in the form of institutional orders for schools, libraries, etc. Often this kind of business is solicited on a bid basis for magazine lists preselected by the institution. Copies sold through this source would seem more likely to have high multiple readership.
2. *Publisher's own and other publishers' salespeople and -*
3. *Independent agencies' salespeople.* Field selling staffs may be directly supervised by publisher personnel or they may be independently owned and operated. They may opt to sell on a direct contact basis or they may be sponsored by a local civic or charitable organization.

Field selling staffs are usually composed of "professionals" who depend on selling subscriptions as their livelihood. In order to validate that the sales staff of these agencies conform to the policies of the agency and/or publisher and the rules under which they are authorized (which might stipulate no sympathy appeals, full payment of the authorized price under the payment plan authorized, proper use of premiums or combinations, etc.), many publishers endeavor to verify a percentage of the orders by mail and/or field surveys and supervision.

It is generally felt that abuses in this type of selling are less frequent today than in the past. This can be attributed to the efforts of the Magazine Publishers Association, the Federal Trade Commission and individual publishers.

It is considered normal practice for field selling staffs, whether publisher-owned or independent, sponsored or unsponsored, to receive a higher commission rate than independent agents or subagents of catalog agencies. This could be either in the form of cash bonuses or lower remitting rates.

4. *Newspaper agencies.* Practically all subscriptions received through this channel are sold in combination with newspapers. It is customary to have one specified newspaper included in every combination offer. The combination usually will include several magazines, selected by the subscribers.

   Sales are made by the newspapers' carrier staffs or through a mail solicitation effort conducted by the newspaper.

5. *Members of schools, churches, fraternal and similar organizations.* Sales in this category differ from the sponsored sales of field staffs in that the sale is made by members of the school, church or other organization rather than by a professional salesperson.

   Generally, the student or organization member sells from a brochure listing many different titles. While friendship or a willingness to help out a good cause may enter into the decision to purchase, in entering into such a sale the customer nonetheless selects the magazine or magazines of their choice from the list.

(c) Association memberships.

Subscription prices of magazines issued by associations are often included in the annual dues and are non-deductible from those dues. In these cases the publisher usually has control over selling methods. The subscriber does not have the choice of free selection.

Some associations permit the member to deduct the price of a subscription to the publication from the dues. In these instances the subscriber makes the choice when joining the association or renewing the membership.

In either case, the method is explained in ABC reports, Paragraph 11 - Explanatory.

(d) All other channels.

When production is generated from other channels, these other channels are described in Paragraph 11.

C. Other Factors Influencing Circulation

Use of Premiums (Paragraph 6)

Premiums given with magazine subscriptions may be "free" to the subscriber, in that no additional charge is made for the premium, or an additional charge may be made for the premium. ABC rules require that such sales be properly reported.

One type of premium frequently used is a book containing the same general kinds of material as in the magazine. This is a "related" premium and usually indicates reader appeal in the subject matter appearing in the publication.

The second type of premium often used is "unrelated" to the magazine. Use of this kind of premium may have a significant influence on the subscription purchase.

The ABC rule on premiums requires that in order for the subscription to qualify as paid, the amount paid by the subscriber must equal the full value of the premium, plus not less than 50 percent of the basic subscription price of the publication for terms of one year or less. For terms of more than one year, it must be at least 50 percent of the pro rata of the basic annual prices for the term of the order. The value of the premium is either determined by a stated value or one based on cost plus 25 percent. The highest figure is the one used.

Duration of Subscriptions Sold (Paragraph 4)

While for many years it was considered to the publisher's advantage to obtain original and renewal subscriptions for as long a period as possible, the effect of current inflationary trends on postage and production costs is such that many publishers prefer to limit the number of long-term subscriptions and their long-term obligation at current prices.

At the other end of the scale, short-term subscriptions of less than one year's duration are generally considered worthwhile to the publisher only if they can be converted to longer-term renewals or to meet specified short-term circulation objectives.

Long-term subscriptions are frequently obtained through field staff solicitations while shorter "introductory" offers are usually associated with direct mail new business offers. The relative worth of one year subscriptions vs. two, three years or more, from a readership and responsiveness standpoint is subject to differing evaluations.

Post Expiration Copies (Paragraph 7)

Some publishers follow a policy terminating subscriptions promptly at expiration. Others consider serving additional copies past the expiration date as a good method of obtaining renewals and assuring continuity of service to the subscriber.

If copies are served consecutively without missing an issue, ABC rules permit including the copies served beyond expiration in paid circulation up to three months for domestic and six months for foreign subscriptions, providing at least 50 percent of the basic annual subscription price was paid originally. Subscriptions carried as post expiration copies beyond the specified period must be omitted from the paid circulation count.

Cost of Obtaining Circulation

Data on the costs of circulation acquisition do not appear in ABC reports as they represent confidential and internal operating costs of the publisher. Questions to publishers may sometimes elicit considerable information on costs, but such figures may be difficult to analyze and to compare unless it is known what factors may be included or excluded.

It is generally agreed that high-cost circulation is usually poor economics for the publisher over the long run; it may represent a poor investment for the reader if editorial quality is impaired to support it; and a poor buy for the advertiser if it does not produce interested and responsive readers.

At the same time, the cost of circulation acquisition should be considered in terms of the overall life of the subscription. Some subscription sources may have an initially higher cost or involve considerable investment by the publisher, but will represent more economical or low-cost circulation to the publisher over the long run because of a high renewal performance.

SPECIAL NOTES

Not all of the publications included in this report were magazine members of ABC during the entire period of 1986 through 1990. As only ABC circulation data were used, no information has been shown in the report for those years that the publication did not hold ABC magazine membership.

The following information pertains to those magazines not having trend data for the full five year period covered by this report.

U.S. PUBLICATIONS:

Cooking Light - Initial Audit covered the six-month period ended June 30, 1987.

Country America - Initial Audit covered the six-month period ended June 30, 1990.

Decorating Remodeling - Initial Audit covered the six-month period ended June 30, 1987.

Entrepreneur Magazine - Initial Audit covered the six-month period ended June 30, 1986.

Golf Illustrated - Initial Audit covered the six-month period ended December 31, 1986.

Hadassah Magazine - Initial Audit covered the six-month period ended December 31, 1986.

Harrowsmith Country Life - Initial Audit covered the six-month period ended December 31, 1987.

Lear's - Initial Audit covered the six-month period ended June 30, 1988.

Longevity - Initial Audit covered the six-month period ended December 31, 1989.

Midwest Living - Initial Audit covered the six-month period ended June 30, 1988.

Parenting Magazine - Initial Audit covered the six-month period ended December 31, 1987.

Premiere - Initial Audit covered the six-month period ended June 30, 1988.

Scientific American - Initial Audit covered the six-month period ended June 30, 1987.

Spin - Reinstatement Audit covered the six-month period ended December 31, 1989.

Travel-Holiday - Initial Audit covered the six-month period ended December 31, 1988.

Victoria - Initial Audit covered the six-month period ended December 31, 1987.

The Walking Magazine - Initial Audit covered the six-month period ended December 31, 1987.

CANADIAN PUBLICATIONS:

Le Bel Age - Initial Audit covered the six-month period ended June 30, 1989.

Canadian House & Home - Initial Audit covered the six-month period ended June 30, 1989.

Canadian Geographic - Initial Audit covered the six-month period ended December 31, 1988.

Crafts Plus - Initial Audit covered the six-month period ended December 31, 1987.

Eastern Woods & Waters - Initial Audit covered the six-month period ended June 30, 1987.

L'Essentiel - Reinstatement Audit covered the six-month period ended December 31, 1990.

Guide Ressources - Initial Audit covered the six-month period ended December 31, 1988.

Inside Hockey - Initial Audit covered the six-month period ended June 30, 1988.

Plans de Maisons du Quebec - Initial Audit covered the six-month period ended June 30, 1987.

Safirir - Initial Audit covered the six-month period ended December 31, 1989.

Sante - Initial Audit covered the six-month period ended June 30, 1987.

Select Homes & Food - Initial Audit covered the six-month period ended December 31, 1986.

Ski Canada - Initial Audit covered the six-month period ended June 30, 1988.

Toronto Life Fashion - Initial Audit covered the six-month period ended June 30, 1987.

TV Hebdo-Teleromans - Initial Audit covered the six-month period ended December 31, 1988.

SPECIAL NOTES (cont.)

Some magazines carry a variable/seasonal advertising rate base, or circulation guarantee or change the advertising rate throughout a given calendar year. These magazines are listed below. For further information, please refer to their June and December Publisher's Statements.

U.S.

American Health - Fitness of Body and Mind
The American Legion Magazine
American Photo
Backpacker
Boston Magazine
Business Week (World Wide)
Car and Driver
Changing Times, Kiplinger's Personal Finance Magazine
Colonial Homes
Conde Nast Traveler
Connoisseur
Consumers Digest
Cooking Light
Country America
Country Home
Country Journal
Country Living
Cycle World
Decorating Remodeling
Discover
Ebony
The Economist (North American Edition)
Elle
Esquire
European Travel & Life
Family Circle
Financial World
Firehouse
Flower & Garden Magazine
Food & Wine
Fortune (Worldwide)
Four Wheeler
Glamour
Golf Digest
Golf Illustrated
Golf Magazine
GQ-Gentlemen's Quarterly
Harper's Magazine
Health
Home
Home Mechanix
Home Office Computing
Homeowner
House Beautiful
Inside Sports
Ladies' Home Journal
Life
Los Angeles Magazine
Mademoiselle
Mature Outlook
McCall's
Midwest Living
M Inc., The Civilized Man
Modern Maturity
Money
Motorland
National Enquirer
National Lampoon
Natural History
New Choices For The Best Years
New Woman
Omni
1,001 Home Ideas
Outside
Parenting Magazine
Penthouse
People Weekly
Playboy
Popular Photography
Prevention
Road & Track
Rolling Stone
Salt Water Sportsman
San Francisco Focus
Satellite Orbit
The Saturday Evening Post
Self
Sesame Street Magazine
Seventeen
Ski Magazine
Soap Opera Digest
Southern Accents
Southern Living
The Sporting News
Stock Car Racing
Tennis
Town & Country
Traveler
True Story
TV Guide
US
Victoria
Video
Vogue
"W"
Weight Watchers Magazine
Woman's Day
The Workbasket
Workbench
World Tennis
Yankee

CANADA

Outdoor Canada
TV Hebdo

ALPHABETICAL LISTING OF U.S. PUBLICATIONS

Publication	Classification
Americana	General Editorial
American Health-Fitness of Body and Mind	Health
• American Heritage	General Editorial
The American Hunter	Fishing & Hunting
The American Legion Magazine	General Editorial
• American Photo	Photography
The American Rifleman	Fishing & Hunting
• Architectural Digest	Home Service & Home
Art & Antiques	Art & Antiques
The Artist's Magazine	Art & Antiques
• Backpacker	Camping & Outdoor Recreation
Bassmaster Magazine	Fishing & Hunting
• Better Homes and Gardens	Home Service & Home
• Bicycling	Sports
• Black Enterprise	Business & Finance
• Bon Appetit	Epicurean
Boston Magazine	Metropolitan/Regional/State
• Boys' Life	Youth
• Bride's	Brides, Bridal
• Business Week (World Wide)	Business & Finance
Byte Magazine	Computers
California Magazine	Metropolitan/Regional/State
• Car and Driver	Automotive
• Car Craft	Automotive
• Changing Times, Kiplinger's Personal Finance Magazine	General Editorial
• Colonial Homes	Home Service & Home
• Conde Nast Traveler	Travel
• Connoisseur	General Editorial
Consumers Digest	General Editorial
•*Cooking Light	Women's
• Cosmopolitan	Women's
* Country America	General Editorial
• Country Home	Home Service & Home
Country Journal	Home Service & Home
• Country Living	Home Service & Home
Crafts	Crafts, Games, Hobbies & Models
• Cycle World	Motorcycle
*Decorating Remodeling	Home Service & Home
• Discover	Science/Technology
• Ebony	General Editorial
The Economist (North American Edition)	Business & Finance
The Elks Magazine	Fraternal, Professional Groups, Service Clubs
• Elle	Women's/Men's Fashions, Beauty & Grooming
Endless Vacation	Travel
*Entrepreneur Magazine	Business & Finance
Equus	Horses, Riding & Breeding
• Esquire	Men's
• Essence	Women's
• European Travel & Life	Travel

Publication	Classification
• Family Circle	Women's
• The Family Handyman	Home Service & Home
• Field & Stream	Fishing & Hunting
Financial World	Business & Finance
Firehouse	Men's
Flower & Garden Magazine	Gardening (Home)
• Food & Wine	Epicurean
• Forbes	Business & Finance
• Fortune (Worldwide)	Business & Finance
Four Wheeler	Automotive
• Glamour	Women's/Men's Fashions, Beauty & Grooming
• Golf Digest	Sports
•*Golf Illustrated	Sports
• Golf Magazine	Sports
• Good Housekeeping	Women's
• Gourmet	Epicurean
• GQ-Gentlemen's Quarterly	Men's
• Grit	General Editorial
• Guns & Ammo	Fishing & Hunting
*Hadassah Magazine	Fraternal, Professional Groups, Service Clubs
• Harper's Bazaar	Women's/Men's Fashions, Beauty & Grooming
• Harper's Magazine	General Editorial
*Harrowsmith Country Life	Home Service & Home
• Health	Health
• HG-House & Garden	Home Service & Home
• Home	Home Service & Home
• Home Mechanix	Home Service & Home
• Home Office Computing	Business & Finance
• Homeowner	Home Service & Home
• Hot Rod	Automotive
• House Beautiful	Home Service & Home
• Inc.	Business & Finance
• Inside Sports	Sports
• Jet	News-Weeklies
• Ladies' Home Journal	Women's
•*Lear's	Women's
• Life	General Editorial
*Longevity	Health
Los Angeles Magazine	Metropolitan/Regional/State
• Mademoiselle	Women's/Men's Fashions, Beauty & Grooming
Mature Outlook	Mature Market
• McCall's	Women's
• Metropolitan Home	Home Service & Home
Michigan Living	Travel
•*Midwest Living	Home Service & Home
• M Inc., The Civilized Man	Men's
• Modern Bride	Brides, Bridal
• Modern Maturity	Mature Market
• Money	General Editorial

ALPHABETICAL LISTING OF U.S. PUBLICATIONS (cont.)

Publication	Classification
Motorland	Travel
• Motor Trend	Automotive
Muscle & Fitness	Fitness
• National Enquirer	General Editorial
• National Geographic Magazine	General Editorial
National Lampoon	Men's
• Nation's Business	Business & Finance
• Natural History	Science/Technology
• New Choices For The Best Years	Mature Market
• Newsweek	News-Weeklies
• New Woman	Women's
• The New Yorker	General Editorial
• New York Magazine	News-Weeklies
NRTA/AARP News Bulletin	Mature Market
• Omni	Science/Technology
• 1,001 Home Ideas	Home Service & Home
• Organic Gardening	Gardening (Home)
• Outdoor Life	Fishing & Hunting
• Outside	Sports
•* Parenting Magazine	Women's
• Parents Magazine	Women's
• Penthouse	Men's
• People Weekly	News-Weeklies
• Playboy	Men's
• Popular Mechanics	Men's
• Popular Photography	Photography
• Popular Science	Science/Technology
• Practical Homeowner	Home Service & Home
* Premiere	Entertainment & Performing Arts
• Prevention	Health
• Reader's Digest	General Editorial
• Redbook	Women's
• Road & Track	Automotive
• Rolling Stone	Music
• Runner's World	Sports
Salt Water Sportsman	Boating & Yachting
San Francisco Focus	Metropolitan/Regional/State
Satellite Orbit	TV & Radio/Communications & Electronics
The Saturday Evening Post	General Editorial
Science	Science/Technology
Science News	Science/Technology
•* Scientific American	Science/Technology
• Self	Women's
Sesame Street Magazine	Women's
• Seventeen	Women's
• Shape Magazine	Women's
Sierra	Nature & Ecology

Publication	Classification
• Skiing Magazine	Sports
• Ski Magazine	Sports
• Skin Diver Magazine	Sports
• Smithsonian	General Editorial
• Soap Opera Digest	Women's
• Southern Accents	Home Service & Home
• Southern Living	Home Service & Home
Spectrum Magazine	Science/Technology
* Spin	Music
• Sport	Sports
• The Sporting News	News-Weeklies
• Sports Afield	Fishing & Hunting
• Sports Illustrated	News-Weeklies
• Star	General Editorial
Stock Car Racing	Automotive
• Sunset, The Magazine of Western Living	Home Service & Home
• 'Teen	Women's
• Tennis	Sports
Texas Monthly	Metropolitan/Regional/State
• Time-The Weekly Newsmagazine	News-Weeklies
• Town & Country	General Editorial
Trailer Life	Campers, RV, Mobile Homes & Trailers
• Travel & Leisure	Travel
•* Travel-Holiday	Travel
• Traveler	Travel
• True Story	Women's
• TV Guide	News-Weeklies
• US	Entertainment & Performing Arts
• U.S. News & World Report	News-Weeklies
• Vanity Fair	General Editorial
•* Victoria	Women's
Video	TV & Radio/Communications & Electronics
• Vogue	Women's/Men's Fashions, Beauty & Grooming
• "W"	Women's
* The Walking Magazine	Health
• Weight Watchers Magazine	Women's
• Woman's Day	Women's
The Workbasket	Women's
Workbench	Home Service & Home
• Working Woman	Women's
• World Tennis	Sports
Writer's Digest	Literary, Book Reviews & Writing Techniques
• Yachting	Boating & Yachting
• Yankee	General Editorial

• = Data Bank Participant

*See Special Notes - Page 7

U.S. PUBLICATIONS BY CLASSIFICATION

Art & Antiques
- Art & Antiques
- The Artist's Magazine

Automotive
- Car and Driver
- Car Craft
- Four Wheeler
- Hot Rod
- Motor Trend
- Road & Track
- Stock Car Racing

Boating & Yachting
- Salt Water Sportsman
- Yachting

Brides, Bridal
- Bride's
- Modern Bride

Business & Finance
- Black Enterprise
- Business Week (World Wide)
- The Economist (North American Edition)
- *Entrepreneur Magazine
- Financial World
- Forbes
- Fortune (Worldwide)
- Home Office Computing
- Inc.
- Nation's Business

Campers, RV, Mobile Homes & Trailers
- Trailer Life

Camping & Outdoor Recreation
- Backpacker

Computers
- Byte Magazine

Crafts, Games, Hobbies & Models
- Crafts

Entertainment & Performing Arts
- *Premiere
- US

Epicurean
- Bon Appetit
- Food & Wine
- Gourmet

Fishing & Hunting
- The American Hunter
- The American Rifleman
- Bassmaster Magazine
- Field & Stream
- Guns & Ammo
- Outdoor Life
- Sports Afield

Fitness
- Muscle & Fitness

Fraternal, Professional Groups, Service Clubs
- The Elks Magazine
- *Hadassah Magazine

Gardening (Home)
- Flower & Garden Magazine
- Organic Gardening

General Editorial
- Americana
- American Heritage
- The American Legion Magazine
- Changing Times, Kiplinger's Personal Finance Magazine
- Connoisseur
- Consumers Digest
- *Country America
- Ebony
- Grit
- Harper's Magazine
- Life
- Money
- National Enquirer
- National Geographic Magazine
- The New Yorker
- Reader's Digest
- The Saturday Evening Post
- Smithsonian
- Star
- Town & Country
- Vanity Fair
- Yankee

Health
- American Health-Fitness of Body and Mind
- Health
- *Longevity
- Prevention
- *The Walking Magazine

Home Service & Home
- Architectural Digest
- Better Homes and Gardens
- Colonial Homes
- Country Home
- Country Journal
- Country Living
- *Decorating Remodeling
- The Family Handyman
- *Harrowsmith Country Life
- HG-House & Garden
- Home
- Home Mechanix
- Homeowner
- House Beautiful

Home Service & Home (cont.)
- Metropolitan Home
- *Midwest Living
- 1,001 Home Ideas
- Practical Homeowner
- Southern Accents
- Southern Living
- Sunset, The Magazine of Western Living
- Workbench

Horses, Riding & Breeding
- Equus

Literary, Book Reviews & Writing Techniques
- Writer's Digest

Mature Market
- Mature Outlook
- Modern Maturity
- New Choices For The Best Years
- NRTA/AARP News Bulletin

Men's
- Esquire
- Firehouse
- GQ-Gentlemen's Quarterly
- M Inc., The Civilized Man
- National Lampoon
- Penthouse
- Playboy
- Popular Mechanics

Metropolitan/Regional/State
- Boston Magazine
- California Magazine
- Los Angeles Magazine
- San Francisco Focus
- Texas Monthly

Motorcycle
- Cycle World

Music
- Rolling Stone
- *Spin

Nature & Ecology
- Sierra

News-Weeklies
- Jet
- Newsweek
- New York Magazine
- People Weekly
- The Sporting News
- Sports Illustrated
- Time-The Weekly Newsmagazine
- TV Guide
- U.S. News & World Report

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U.S. PUBLICATIONS BY CLASSIFICATION

Photography
- American Photo
- Popular Photography

Science/Technology
- Discover
- Natural History
- Omni
- Popular Science
- Science
- Science News
- *Scientific American
- Spectrum Magazine

Sports
- Bicycling
- Golf Digest
- *Golf Illustrated
- Golf Magazine
- Inside Sports
- Outside
- Runner's World
- Skiing Magazine
- Ski Magazine
- Skin Diver Magazine
- Sport
- Tennis
- World Tennis

Travel
- Conde Nast Traveler
- Endless Vacation
- European Travel & Life
- Michigan Living
- Motorland
- Travel & Leisure
- *Travel-Holiday
- Traveler

TV & Radio/Communications & Electronics
- Satellite Orbit
- Video

Women's
- *Cooking Light
- Cosmopolitan
- Essence
- Family Circle
- Good Housekeeping
- Ladies' Home Journal
- *Lear's
- McCall's
- New Woman
- Parenting Magazine
- Parents Magazine
- Redbook

Women's (cont.)
- Self
- Sesame Street Magazine
- Seventeen
- Shape Magazine
- Soap Opera Digest
- 'Teen
- True Story
- *Victoria
- "W"
- Weight Watchers Magazine
- Woman's Day
- The Workbasket
- Working Woman

Women's/Men's Fashions, Beauty & Grooming
- Elle
- Glamour
- Harper's Bazaar
- Mademoiselle
- Vogue

Youth
- Boys' Life

*See Special Notes - Page 7

INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
ART & ANTIQUES																	
ART & ANTIQUES																	
1990	150.5	97.2	94.5	200.9	7.2	0.0	2.95	24.00	18.6	10	.0	150.0	1	7992	53.10	9629	63.98
1989	113.5	98.3	96.1	100.8	11.3	0.0	4.75	29.95	36.9	10	.0	110.0	0	5900	51.98	7110	62.64
1988	108.9	98.7	94.2	110.5	13.1	0.0	4.75	29.95	36.9	10	.3	N.C.	N.A.	5440	49.95	6550	60.15
1987	115.8	98.6	94.3	103.1	17.2	0.1	4.75	29.95	36.9	10	.0	100.0	0	4940	42.66	5950	51.38
1986	100.1	98.6	93.7	102.3	15.1	3.1	4.75	29.95	36.9	10	.0	N.C.	N.A.	4295	42.91	5175	51.70
THE ARTIST'S MAGAZINE																	
1990	261.5	94.3	89.2	302.9	1.2	1.2	2.50	24.00	20.0	12	.0	N.C.	N.A.	5405	20.67	6200	23.71
1989	240.7	94.2	88.9	286.9	1.3	1.3	2.50	24.00	20.0	12	.0	N.C.	N.A.	4785	19.88	5580	23.18
1988	206.9	94.4	87.5	227.9	0.8	1.7	2.25	24.00	11.1	12	.0	N.C.	N.A.	4350	21.02	5145	24.87
1987	193.5	94.8	88.5	238.1	0.8	1.8	2.00	24.00	0.0	12	.0	N.C.	N.A.	3950	20.41	4745	24.52
1986	177.8	95.6	90.1	228.8	0.6	3.0	2.00	24.00	0.0	12	.0	N.C.	N.A.	3590	20.19	4340	24.41
AUTOMOTIVE																	
CAR AND DRIVER																	
1990#	937.4	89.9	77.7	816.7	22.0	0.0	2.95	19.94	43.7	12	.0	950.0	3	35460	37.83	54585	58.23
1989	931.2	90.4	76.5	599.8	30.3	0.0	2.95	19.94	43.7	12	.0	900.0	1	31945	34.31	49175	52.81
1988	935.1	91.1	76.5	628.1	35.9	0.3	2.75	16.98	48.5	12	.0	900.0	0	29855	31.93	45960	49.15
1987#	909.6	92.4	75.4	651.4	36.5	2.0	2.50	16.98	43.4	12	.0	900.0	2	27900	30.67	42955	47.22
1986#	912.0	92.0	73.3	556.0	35.3	0.2	2.50	16.98	43.4	12	.0	900.0	3	26570	29.13	40910	44.86
CAR CRAFT																	
1990	441.4	92.5	62.8	335.1	17.2	0.0	2.75	17.94	45.6	12	.0	425.0	3	10415	23.60	16665	37.75
1989	443.0	92.2	57.2	305.7	14.0	0.5	2.25	17.94	33.6	12	.0	425.0	2	9775	22.07	15640	35.30
1988	409.0	93.2	56.8	268.4	16.2	2.8	2.25	15.94	41.0	12	3.9	400.0	5	8500	20.78	13600	33.25
1987	404.8	92.7	52.8	237.4	16.5	3.0	2.00	15.94	33.6	12	.0	400.0	5	8100	20.01	12960	32.02
1986	407.7	92.2	50.3	217.6	17.9	2.5	2.00	13.94	41.9	12	2.8	400.0	4	7680	18.84	12290	30.14
FOUR WHEELER																	
1990	347.4	91.4	59.1	196.6	21.0	7.2	2.95	17.87	49.5	12	.0	305.0	0	6860	19.75	10825	31.16
1989	324.6	90.8	57.6	137.2	21.5	7.2	2.95	17.87	49.5	12	.0	305.0	0	6860	21.13	10825	33.35
1988#	312.6	91.5	55.4	168.0	25.7	7.5	2.50	14.87	50.4	12	.0	280.0	0	6190	19.80	9405	30.09
1987#	266.4	91.8	52.0	164.3	41.7	18.1	2.50	14.87	50.4	12	.0	250.0	0	5265	19.76	7995	30.01
1986#	218.1	91.0	45.4	83.7	24.8	24.1	2.50	14.87	50.4	12	.8	185.0	0	3825	17.54	5662	25.96
HOT ROD																	
1990	890.8	93.6	72.5	708.4	18.3	6.8	2.95	19.94	43.7	12	.0	875.0	3	21220	23.82	33950	38.11
1989	904.7	93.0	67.0	678.7	18.0	8.1	2.75	19.94	39.6	12	.0	850.0	0	19550	21.61	31280	34.57
1988	887.9	94.0	69.7	656.9	18.5	45.9	2.50	17.94	40.2	12	.0	800.0	0	17000	19.15	27200	30.63
1987	853.7	93.4	67.8	691.1	18.1	3.8	2.25	17.94	33.6	12	.0	800.0	0	16200	18.98	25920	30.36
1986	807.9	93.4	66.9	580.7	19.7	2.0	2.25	15.94	41.0	12	3.2	800.0	6	15360	19.01	24575	30.42

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
AUTOMOTIVE (cont.)																	
MOTOR TREND																	
1990	867.9	94.1	76.1	779.9	14.5	0.0	2.95	19.94	43.7	12	.0	800.0	1	26400	30.42	42240	48.67
1989	792.3	92.8	71.6	648.3	21.0	0.3	3.50	19.94	52.5	12	.0	750.0	1	22625	28.56	37800	47.71
1988	784.3	93.5	72.5	584.3	20.5	1.7	2.75	19.94	39.6	12	38.6	750.0	1	21560	27.49	34495	43.98
1987	747.4	93.9	73.6	443.0	22.2	6.4	2.50	18.94	36.9	12	23.9	750.0	6	20435	27.34	32695	43.74
1986	761.0	93.5	72.5	494.9	21.8	3.3	2.50	15.94	46.9	12	3.7	750.0	4	19315	25.38	30905	40.61
ROAD & TRACK																	
1990#	712.1	88.4	73.7	659.8	16.4	0.0	2.95	19.94	43.7	12	5.6	725.0	4	26875	37.74	42200	59.26
1989	704.4	88.0	70.2	487.4	22.6	0.0	2.95	19.94	43.7	12	30.6	700.0	2	24320	34.53	38200	54.23
1988	703.5	86.9	68.6	426.6	21.6	0.1	2.75	19.94	39.6	12	22.7	700.0	3	22730	32.31	35705	50.75
1987	677.0	87.9	66.0	386.6	19.6	1.4	2.50	19.94	33.5	12	.0	700.0	7	21245	31.38	33370	49.29
1986	711.7	87.4	61.2	439.7	19.1	0.2	2.50	17.94	40.2	12	.0	700.0	0	20045	28.16	31485	44.24
STOCK CAR RACING																	
1990	114.0	95.2	63.2	75.7	33.6	2.4	2.95	18.95	46.5	12	.0	105.0	1	2300	20.18	3680	32.28
1989	103.0	94.9	58.8	56.0	30.2	3.4	2.95	18.95	46.5	12	.0	90.0	0	2000	19.42	3200	31.07
1988	94.8	94.7	55.0	62.6	38.0	19.0	2.95	18.95	46.5	12	.0	80.0	0	2000	21.10	3200	33.76
1987	81.3	94.2	51.2	38.5	32.4	4.7	2.75	18.95	42.6	12	.0	80.0	3	1750	21.53	2800	34.44
1986#	77.0	93.8	46.3	34.0	13.2	0.0	2.75	18.95	42.6	12	.0	80.0	12	1750	22.73	2800	36.36
BOATING & YACHTING																	
SALT WATER SPORTSMAN																	
1990	143.0	95.9	82.2	106.8	52.3	17.4	2.95	19.95	43.6	12	6.0	140.0	0	5875	41.08	8785	61.43
1989#	137.8	95.6	81.8	100.7	49.4	31.9	2.95	19.95	43.6	12	9.4	134.0	0	5540	40.20	8285	60.12
1988	135.1	96.1	81.1	98.0	55.4	23.0	2.95	19.95	43.6	12	9.6	134.0	2	4880	36.12	7300	54.03
1987#	127.7	95.9	80.0	90.8	70.9	23.5	2.50	19.95	33.5	12	9.7	134.0	3	4205	32.93	6295	49.30
1986#	121.1	95.5	80.5	94.5	87.3	26.1	2.50	19.95	33.5	12	8.9	120.0	3	3770	31.13	5645	46.61
YACHTING																	
1990	132.4	91.0	76.9	91.1	50.4	18.6	3.00	19.98	44.5	12	5.1	N.C.	N.A.	8035	60.69	11805	89.16
1989	133.1	89.6	73.5	97.7	12.0	22.2	3.00	19.98	44.5	12	4.7	N.C.	N.A.	7580	56.95	11135	83.66
1988	132.7	89.1	69.9	73.4	17.9	33.2	2.50	19.98	33.4	12	.0	N.C.	N.A.	7220	54.41	10605	79.92
1987	133.4	89.1	70.2	82.0	26.4	33.0	2.50	19.98	33.4	12	.0	N.C.	N.A.	6875	51.54	10100	75.71
1986	135.2	87.8	69.1	70.5	37.3	30.6	2.50	19.98	33.4	12	1.4	N.C.	N.A.	6610	48.89	9940	73.52
BRIDES, BRIDAL																	
BRIDE'S																	
1990	374.6	89.3	13.6	76.9	10.9	0.0	5.00	18.00	40.0	6	.0	N.C.	N.A.	21290	56.83	26500	70.74
1989	420.2	89.9	9.4	53.9	56.4	0.0	5.00	18.00	40.0	6	.0	N.C.	N.A.	19710	46.91	24530	58.38
1988	423.0	90.0	10.1	46.7	71.5	0.0	4.00	18.00	25.0	6	.0	N.C.	N.A.	18080	42.74	22500	53.19
1987	403.5	90.2	12.5	56.7	75.8	0.0	4.00	15.00	37.5	6	.0	N.C.	N.A.	17050	42.26	21220	52.59
1986	382.5	90.7	13.0	64.7	85.5	0.0	4.00	12.00	50.0	6	.0	N.C.	N.A.	15930	41.65	19830	51.84

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BRIDES, BRIDAL (cont.)

MODERN BRIDE

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1990	293.9	88.0	9.4	43.1	27.4	0.0	5.00	17.97	40.1	6	2.0	N.C.	N.A.	19300	65.67	24130	82.10
1989	360.7	89.2	7.1	41.6	27.6	0.0	5.00	25.00	16.7	6	.0	N.C.	N.A.	18040	50.01	22550	62.52
1988	370.0	90.7	8.6	40.2	19.1	0.0	4.00	18.98	20.9	6	.0	N.C.	N.A.	16700	45.14	20875	56.42
1987	354.0	90.6	11.2	47.2	14.2	0.0	4.00	18.98	20.9	6	.0	N.C.	N.A.	15755	44.51	19695	55.64
1986	326.3	91.9	13.1	70.2	12.5	0.0	4.00	15.00	37.5	6	.0	N.C.	N.A.	15370	47.10	19215	58.89

BUSINESS & FINANCE

BLACK ENTERPRISE

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1990	253.4	98.4	94.2	191.9	17.1	7.4	1.95	19.95	14.7	12	22.3	230.0	0	9975	39.36	13295	52.47
1989	232.1	98.4	93.8	265.7	14.4	14.8	1.95	15.00	57.3	18	19.5	230.0	2	9320	40.16	12425	53.53
1988	233.5	98.6	94.2	144.5	21.7	0.0	1.95	15.00	35.9	12	25.6	230.0	3	9080	38.89	11610	49.72
1987	239.1	98.5	94.8	205.0	15.5	0.0	1.95	15.00	35.9	12	23.9	230.0	1	9080	37.98	11610	48.56
1986	235.6	98.6	95.7	217.0	15.4	0.0	1.95	15.00	35.9	12	20.5	230.0	4	9080	38.54	11610	49.28

BUSINESS WEEK (WORLD WIDE)

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1990#	1010.2	84.8	94.2	909.3	43.7	20.0	2.00	39.95	61.6	52	5.2	980.0	3	45205	44.75	68715	68.02
1989	997.6	86.8	94.5	838.2	43.0	24.4	2.00	39.95	60.8	51	23.3	970.0	3	41895	42.00	63680	63.83
1988#	981.6	87.3	94.6	863.5	48.0	26.8	2.00	39.95	60.8	51	19.9	962.0	1	38965	39.70	59230	60.34
1987#	952.3	86.3	94.3	874.1	47.9	24.8	2.00	39.95	60.8	51	9.8	902.0	0	35150	36.91	53430	56.11
1986#	877.3	86.3	96.2	820.5	55.4	24.1	2.00	39.95	60.8	51	21.6	860.0	10	32142	36.64	48854	55.69

THE ECONOMIST (NORTH AMERICAN EDITION)

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1990	189.8	84.5	91.5	294.7	30.8	0.0	3.00	98.00	35.9	51	.0	181.5	0	7460	39.30	8950	47.15
1989	163.9	83.4	92.2	254.0	27.0	0.0	3.00	98.00	35.9	51	.0	161.2	0	6500	39.66	7800	47.59
1988#	144.6	81.2	91.7	210.7	21.2	0.1	3.00	98.00	35.9	51	.0	140.0	3	5800	40.11	7000	48.41
1987#	128.7	83.2	91.7	198.6	28.9	0.5	3.00	98.00	37.2	52	.0	125.4	0	5350	41.57	6300	49.00
1986#	115.9	83.8	91.6	185.3	23.6	0.0	2.50	85.00	33.3	51	.0	115.0	0	4900	42.28	6000	51.77

ENTREPRENEUR MAGAZINE*

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1990	329.2	93.9	70.8	284.8	73.6	29.6	3.00	19.97	44.5	12	9.1	325.0	4	12500	37.97	16660	50.61
1989	310.6	93.2	69.7	195.0	63.7	39.0	2.95	19.97	43.6	12	.0	300.0	0	10500	33.81	14000	45.07
1988	255.8	93.3	66.8	237.8	44.5	70.2	2.95	19.97	43.6	12	.0	250.0	0	8800	34.40	11000	43.00
1987	178.8	94.3	62.9	163.9	37.9	28.4	2.95	17.97	49.2	12	.0	185.0	1	6050	33.84	6700	37.47
1986																	

FINANCIAL WORLD

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1990	502.2	98.0	99.2	481.7	6.9	0.4	3.00	39.00	50.0	26	17.5	485.0	1	19995	39.81	29995	59.73
1989	421.1	98.3	99.0	535.0	8.6	0.3	3.00	39.00	50.0	26	25.3	425.0	0	17600	41.80	26400	62.69
1988	291.3	98.5	98.6	543.7	14.7	1.2	3.00	39.00	51.9	27	27.9	275.0	4	12455	42.76	18685	64.14
1987#	219.8	98.5	97.5	437.4	9.1	0.0	3.00	44.95	42.4	26	19.8	220.0	3	10555	48.02	15835	72.04
1986#	165.6	98.8	96.4	271.1	4.0	0.9	2.50	44.95	30.8	26	8.5	165.0	6	7995	48.28	11995	72.43

*See Special Notes - Page 7
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Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
BUSINESS & FINANCE (cont.)																	
FORBES																	
1990	743.0	97.0	94.9	649.4	49.5	35.3	4.00	52.00	51.9	27	.0	735.0	0	29970	40.34	45550	61.31
1989	741.7	96.9	95.0	696.2	44.2	34.1	3.75	48.00	50.8	26	.0	735.0	0	28170	37.98	42820	57.73
1988	740.4	97.0	95.2	726.3	61.2	36.4	3.75	48.00	54.3	28	.0	735.0	0	28170	38.05	42820	57.83
1987	734.4	97.0	94.8	642.7	69.7	25.9	3.50	45.00	54.1	28	.0	720.0	0	24930	33.95	37890	51.59
1986	730.2	97.0	95.2	785.5	68.6	26.3	3.50	42.00	57.1	28	.0	720.0	0	23790	32.58	36180	49.55
FORTUNE (WORLDWIDE)																	
1990#	793.7	79.0	94.0	940.4	46.4	34.2	9.60	49.95	81.4	28	2.1	765.0	0	35690	44.97	54610	68.80
1989	782.0	80.3	93.3	848.9	57.0	40.3	2.49	47.79	28.9	27	7.0	755.0	0	33200	42.46	50800	64.96
1988	768.8	80.6	93.7	943.6	69.5	47.0	3.50	47.79	49.4	27	12.0	755.0	2	31180	40.56	47700	62.05
1987	770.1	80.4	93.6	859.4	78.3	43.0	3.50	44.50	52.9	27	5.5	750.0	0	29440	38.23	45040	58.49
1986	746.5	80.5	94.8	832.6	69.0	41.3	3.50	44.50	51.1	26	18.8	725.0	1	28040	37.56	42900	57.47
HOME OFFICE COMPUTING																	
1990	362.6	93.0	92.4	347.2	19.8	16.0	2.95	19.97	43.6	12	26.2	N.C.	N.A.	14340	39.55	15900	43.85
1989	382.0	92.9	90.5	360.9	8.5	10.0	2.95	19.97	43.6	12	10.7	N.C.	N.A.	14340	37.54	15900	41.62
1988#	440.6	93.0	90.5	386.7	4.9	7.8	2.95	19.97	43.6	12	.0	350.0	0	10620	24.10	11990	27.21
1987#	436.8	92.8	87.0	462.6	2.0	13.8	3.25	19.97	48.8	12	11.0	435.0	2	10620	24.31	11990	27.45
1986#	424.9	95.2	85.8	459.5	12.0	45.6	2.75	19.97	39.5	12	14.6	420.0	3	9680	22.78	10990	25.86
INC.																	
1990	640.6	97.8	93.3	673.2	11.4	45.5	3.00	25.00	30.6	12	.0	640.0	2	30950	48.31	47355	73.92
1989	631.1	97.2	93.4	774.0	11.9	41.7	3.00	25.00	30.6	12	.0	630.0	4	28740	45.54	43970	69.67
1988	638.9	98.0	93.8	828.5	7.5	49.4	3.00	25.00	30.6	12	.0	630.0	2	26610	41.65	40715	63.73
1987	632.3	98.1	94.5	852.8	8.0	58.6	3.00	24.00	33.3	12	.0	625.0	1	25105	39.70	38410	60.75
1986	604.0	98.0	95.4	711.0	13.7	72.1	3.00	24.00	33.3	12	.0	600.0	1	23245	38.49	35565	58.88
NATION'S BUSINESS																	
1990	859.1	98.7	99.7	775.8	7.4	0.0	2.50	22.00	26.7	12	.0	850.0	0	22350	26.02	33420	38.90
1989	857.8	98.7	99.7	759.5	94.0	0.0	2.50	22.00	26.7	12	.0	850.0	0	20320	23.69	30380	35.42
1988	859.7	98.8	99.7	822.8	89.7	0.0	2.50	22.00	26.7	12	.0	850.0	0	19350	22.51	28930	33.65
1987	858.8	99.0	99.5	845.9	94.1	0.0	2.50	22.00	26.7	12	.0	850.0	0	19350	22.53	28930	33.69
1986	864.7	99.1	99.4	849.3	95.9	0.0	2.50	22.00	26.7	12	.0	850.0	0	18430	21.31	27550	31.86
CAMPERS, RV, MOBILE HOMES & TRAILERS																	
TRAILER LIFE																	
1990	302.3	97.0	93.6	164.7	2.0	5.5	2.95	22.00	37.9	12	.0	N.C.	N.A.	7375	24.40	10680	35.33
1989	328.7	97.4	94.2	241.9	1.8	3.0	2.50	22.00	26.7	12	.0	N.C.	N.A.	7160	21.78	10370	31.55
1988	326.8	97.1	94.1	227.6	2.0	0.0	2.50	18.00	40.0	12	.0	N.C.	N.A.	6885	21.07	9970	30.51
1987	327.6	97.8	94.1	334.3	1.7	0.0	2.00	18.00	25.0	12	.0	N.C.	N.A.	6555	20.01	9495	28.98
1986	310.2	97.8	93.8	262.4	2.0	0.0	2.00	16.00	33.3	12	.0	N.C.	N.A.	6245	20.13	9045	29.16

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CAMPING & OUTDOOR RECREATION																	
BACKPACKER																	
1990	190.5	94.4	75.5	191.5	0.1	84.8	2.95	18.00	12.8	7	.0	175.0	0	7940	41.68	11150	58.53
1989	177.0	94.0	76.1	152.5	0.8	52.5	2.95	18.00	12.8	7	.0	165.0	0	7940	40.76	11150	57.26
1988#	165.3	94.3	77.2	122.4	7.1	20.3	2.95	18.00	1.7-	6	7.3	165.0	3	7215	43.65	10135	61.31
1987	174.1	94.2	79.6	109.7	25.6	7.3	2.95	18.00	1.7-	6	14.3	175.0	2	7425	42.65	10435	59.94
1986	174.1	94.5	80.3	97.9	26.7	16.9	2.95	18.00	1.7-	6	8.1	175.0	4	7425	42.65	10435	59.94
COMPUTERS																	
BYTE MAGAZINE																	
1990	477.5	68.3	71.9	501.8	14.3	1.3	3.50	29.95	28.7	12	3.7	N.C.	N.A.	16340	34.22	18720	39.20
1989	455.6	67.1	70.9	449.0	14.3	0.5	3.50	29.95	28.7	12	.0	N.C.	N.A.	11840	25.99	13510	29.65
1988	432.2	69.1	71.1	322.2	82.7	0.2	3.50	29.95	28.7	12	.0	N.C.	N.A.	10520	24.34	12000	27.76
1987	417.1	70.8	70.8	293.3	82.7	0.0	3.50	22.00	47.6	12	.0	N.C.	N.A.	9790	23.47	11170	26.78
1986	398.1	76.0	74.2	342.9	92.8	0.0	3.50	21.00	53.8	13	.0	N.C.	N.A.	9790	24.59	11170	28.06
CRAFTS, GAMES, HOBBIES & MODELS																	
CRAFTS																	
1990	364.5	95.8	67.8	355.5	15.2	0.0	2.25	16.95	37.2	12	.0	N.C.	N.A.	4525	12.41	5845	16.04
1989	375.2	95.0	64.3	285.2	17.6	0.0	2.25	16.95	37.2	12	.0	N.C.	N.A.	4525	12.06	5845	15.58
1988	393.6	94.2	65.1	267.4	10.9	0.0	1.95	16.95	27.6	12	.0	N.C.	N.A.	4070	10.34	5245	13.33
1987	431.4	94.6	65.4	347.7	31.3	0.0	1.95	16.95	27.6	12	.0	N.C.	N.A.	3875	8.98	4995	11.58
1986	457.6	95.0	66.7	322.7	39.7	0.0	1.95	16.95	27.6	12	.0	N.C.	N.A.	3690	8.06	4595	10.04
ENTERTAINMENT & PERFORMING ARTS																	
PREMIERE*																	
1990	458.9	87.9	65.8	394.3	25.4	0.8	2.50	18.00	40.0	12	.0	450.0	0	13390	29.18	18840	41.05
1989	412.0	88.3	59.2	417.9	14.4	0.1	2.50	18.00	40.0	12	.0	375.0	2	10320	25.05	14520	35.24
1988																	
1987																	
1986																	
US																	
1990	1326.6	92.6	70.8	909.6	39.0	0.0	1.75	27.95	33.5	24	.0	1325.0	0	24170	18.22	31200	23.52
1989	1354.0	91.5	69.6	693.0	18.7	0.3	1.75	27.95	33.5	24	.0	1325.0	0	22590	16.68	29160	21.54
1988#	1317.0	92.6	69.0	854.4	21.0	0.0	1.75	23.95	43.0	24	.0	1200.0	0	19660	14.93	25380	19.27
1987#	1165.5	91.6	66.0	969.0	32.9	0.2	1.50	23.95	33.5	24	.0	1040.0	0	16410	14.08	18215	15.63
1986	1014.5	91.7	62.6	964.3	28.4	3.1	1.50	23.95	38.6	26	17.8	1000.0	2	16410	16.18	21180	20.88
EPICUREAN																	
BON APPETIT																	
1990	1384.3	96.4	92.4	1418.8	7.3	13.0	2.50	18.00	40.0	12	.0	1300.0	0	25850	18.67	36860	26.63
1989	1352.4	97.2	92.3	1330.4	11.6	31.1	2.50	18.00	40.0	12	.0	1300.0	0	23825	17.62	33975	25.12
1988	1326.1	97.2	92.9	1654.0	9.9	77.7	2.50	18.00	40.0	12	9.0	1300.0	0	21860	16.48	31170	23.51
1987	1324.6	97.2	92.6	1226.6	65.1	83.9	2.50	18.00	40.0	12	28.0	1300.0	0	20820	15.72	29690	22.41
1986	1320.7	96.5	90.0	1369.3	48.7	46.6	2.50	15.00	50.0	12	15.6	1300.0	3	19875	15.05	28340	21.46

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EPICUREAN (cont.)																	
FOOD & WINE																	
1990	819.8	96.1	95.4	1141.4	78.8	0.2	2.50	24.00	20.0	12	.0	800.0	0	19825	24.18	27249	33.24
1989	823.6	96.0	95.2	1283.5	86.2	0.6	2.50	24.00	20.0	12	1.2	800.0	0	18105	21.98	24885	30.21
1988#	781.6	96.5	95.0	1039.7	98.5	0.0	2.50	22.00	26.7	12	.2	800.0	0	16610	21.25	22830	29.21
1987	726.1	96.2	95.2	1068.0	98.9	0.4	2.50	20.00	33.3	12	.0	750.0	0	14829	20.42	20382	28.07
1986#	693.6	92.1	95.8	1030.5	95.7	2.3	2.00	20.00	16.7	12	.0	700.0	0	12660	18.25	17400	25.09
GOURMET																	
1990	852.1	92.5	87.8	825.2	37.8	1.4	2.50	18.00	40.0	12	.0	725.0	0	17440	20.47	27530	32.31
1989	796.0	92.7	86.8	663.4	43.3	2.0	2.50	18.00	40.0	12	.0	700.0	0	15590	19.59	24610	30.92
1988	806.2	92.7	87.7	663.6	49.5	3.1	2.50	18.00	40.0	12	.0	700.0	0	14300	17.74	22570	28.00
1987	818.6	92.1	86.2	706.0	47.7	1.0	2.50	18.00	40.0	12	.0	700.0	0	13490	16.48	21290	26.01
1986	817.4	91.2	86.3	611.5	57.6	1.0	2.50	18.00	40.0	12	.0	700.0	0	12600	15.41	19890	24.33
FISHING & HUNTING																	
THE AMERICAN HUNTER																	
1990	1256.3	98.8	100.0	1051.2	99.9	0.0	2.00	25.00	4.2-	12	.0	N.C.	N.A.	14000	11.14	22330	17.77
1989	1395.7	98.9	100.0	1223.2	99.9	0.0	2.00	25.00	4.2-	12	.0	N.C.	N.A.	14000	10.03	22330	16.00
1988	1357.7	99.0	100.0	1303.5	99.9	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.31	22330	16.45
1987	1343.6	99.0	100.0	1140.0	99.9	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.42	20300	15.11
1986	1408.1	99.0	100.0	1235.4	100.0	0.0	2.00	20.00	16.7	12	3.3	1400.0	6	14000	9.94	20300	14.42
THE AMERICAN RIFLEMAN																	
1990	1388.4	98.3	100.0	1270.1	99.8	0.0	2.00	25.00	4.2-	12	.0	N.C.	N.A.	14000	10.08	22330	16.08
1989	1431.1	98.3	100.0	1369.0	99.8	0.0	2.00	25.00	4.2-	12	.0	N.C.	N.A.	14000	9.78	22330	15.60
1988	1362.0	98.3	100.0	1321.1	99.8	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.28	20300	14.90
1987	1366.9	98.3	100.0	1066.2	99.8	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.24	20300	14.85
1986	1361.3	98.3	100.0	1476.0	99.8	0.0	2.00	20.00	16.7	12	2.7	1400.0	10	14000	10.28	20300	14.91
BASSMASTER MAGAZINE																	
1990	527.6	99.4	97.6	448.1	100.0	51.7	2.95	10.00	66.1	10	.0	N.C.	N.A.	14750	27.96	21570	40.88
1989	524.4	99.5	98.2	465.1	100.0	50.2	2.95	10.00	66.1	10	.0	N.C.	N.A.	13530	25.80	19790	37.74
1988	516.2	99.0	97.3	433.8	100.0	39.3	2.95	10.00	66.1	10	.0	N.C.	N.A.	12300	23.83	17990	34.85
1987	528.3	98.3	97.2	499.4	100.0	75.9	2.00	10.00	50.0	10	.0	N.C.	N.A.	10790	20.42	15780	29.87
1986	466.3	99.2	97.3	453.8	100.0	82.9	2.00	10.00	44.4	9	.0	N.C.	N.A.	9855	21.13	14410	30.90
FIELD & STREAM																	
1990	2011.3	97.8	95.8	2074.2	8.6	19.3	1.95	15.94	31.9	12	.0	2000.0	0	38645	19.21	58140	28.91
1989	2018.1	97.5	95.4	1894.7	8.3	2.5	1.95	15.94	31.9	12	.0	2000.0	0	36285	17.98	54585	27.05
1988	2036.4	97.4	94.9	2208.7	8.1	3.2	1.95	15.94	31.9	12	.0	2000.0	0	34230	16.81	51495	25.29
1987	2006.8	97.5	94.4	2261.9	8.1	5.0	1.95	15.94	31.9	12	9.2	2000.0	0	33445	16.67	48810	24.32
1986	2004.6	97.5	93.8	1541.5	14.4	2.8	1.95	15.94	31.9	12	48.1	2000.0	0	30900	15.41	46485	23.19

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FISHING & HUNTING (cont.)																	
GUNS & AMMO																	
1990	608.6	93.1	73.0	413.5	25.9	0.2	2.95	19.94	43.7	12	.0	525.0	0	11470	18.85	18350	30.15
1989	601.2	93.3	71.5	455.7	20.7	0.0	2.75	19.94	39.6	12	.0	525.0	0	10765	17.91	17225	28.65
1988	571.9	93.6	71.7	406.4	21.8	0.2	2.50	17.94	40.2	12	.0	500.0	0	9500	16.61	15200	26.58
1987	526.1	93.4	70.5	409.7	19.4	0.5	2.25	17.94	33.6	12	.0	500.0	1	9000	17.11	14400	27.37
1986	487.2	93.4	69.8	334.4	20.8	0.7	2.25	15.94	41.0	12	.0	475.0	2	8075	16.57	12920	26.52
OUTDOOR LIFE																	
1990	1509.7	97.9	93.8	1231.4	9.4	14.0	1.95	13.94	40.4	12	.0	1500.0	0	27210	18.02	39500	26.16
1989	1510.3	98.0	92.4	1343.9	7.2	15.9	1.95	13.94	40.4	12	.0	1500.0	0	25550	16.92	37075	24.55
1988	1513.5	97.7	91.1	1343.6	14.4	10.2	1.75	13.94	33.6	12	8.2	1500.0	0	23990	15.85	34810	23.00
1987	1516.8	97.4	90.7	1280.0	6.4	8.4	1.75	13.94	33.6	12	4.5	1500.0	0	22630	14.92	32840	21.65
1986	1518.6	96.9	90.8	1273.8	7.0	7.8	1.75	13.94	33.6	12	.0	1500.0	0	21250	13.99	30835	20.30
SPORTS AFIELD																	
1990	518.1	97.9	85.3	441.0	17.7	0.0	1.95	13.97	40.3	12	.0	500.0	0	16500	31.85	23700	45.74
1989	525.5	97.7	84.2	435.9	18.5	0.1	1.95	13.97	40.3	12	.0	500.0	0	15200	28.92	21800	41.48
1988	517.2	97.9	84.4	412.8	20.8	0.2	1.95	13.97	40.3	12	.0	500.0	0	14125	27.31	20225	39.10
1987	515.8	97.4	82.4	392.6	22.6	0.2	1.95	13.97	40.3	12	.0	500.0	0	13325	25.83	19080	36.99
1986	517.0	97.6	81.6	401.0	22.6	0.2	1.95	13.97	40.3	12	.0	500.0	0	12690	24.55	18170	35.15
FITNESS																	
MUSCLE & FITNESS																	
1990	614.5	85.3	20.5	158.3	37.9	34.2	3.95	35.00	26.2	12	.0	N.C.	N.A.	13900	22.62	17350	28.23
1989	609.2	84.5	20.3	140.6	67.6	15.3	3.95	35.00	26.2	12	.0	N.C.	N.A.	13900	22.82	17350	28.48
1988	602.4	84.6	19.7	139.3	46.2	0.2	3.95	35.00	26.2	12	.0	N.C.	N.A.	8550	14.19	9900	16.43
1987	570.5	81.5	18.5	134.4	14.6	3.1	3.95	35.00	26.2	12	.0	N.C.	N.A.	7190	12.60	8920	15.64
1986	523.7	82.1	16.3	104.3	48.4	11.1	3.50	29.95	28.7	12	.0	N.C.	N.A.	6095	11.64	7560	14.44
FRATERNAL, PROFESSIONAL GROUPS, SERVICE CLUBS																	
THE ELKS MAGAZINE																	
1990	1466.0	98.9	100.0	2965.8	100.0	0.0	0.50	2.00	60.0	10	31.1	N.C.	N.A.	8558	5.84	12795	8.73
1989	1501.6	98.9	100.0	3022.9	100.0	0.0	0.50	1.50	70.0	10	31.8	N.C.	N.A.	8558	5.70	12795	8.52
1988	1524.8	98.9	100.0	3070.7	100.0	0.0	0.50	2.50	50.0	10	32.3	N.C.	N.A.	8558	5.61	12795	8.39
1987	1549.7	98.9	100.0	3116.1	100.0	0.0	0.25	2.50	0.0	10	32.9	N.C.	N.A.	8558	5.52	12795	8.26
1986	1593.4	98.9	100.0	3239.9	100.0	0.3	0.25	2.50	0.0	10	64.3	1550.0	0	8150	5.11	12185	7.65
HADASSAH MAGAZINE*																	
1990	289.8	99.8	100.0	263.6	100.0	0.0	2.50	25.00	0.0	10	.0	N.C.	N.A.	6595	22.76	8385	28.93
1989	289.0	99.8	100.0	148.8	100.0	0.0	0.00	2.00	0.0	10	.0	N.C.	N.A.	6595	22.82	8385	29.01
1988	291.9	99.9	100.0	199.0	100.0	0.0	2.50	25.00	0.0	10	.0	N.C.	N.A.	6135	21.02	7800	26.72
1987	295.2	99.9	100.0	214.1	100.0	0.0	2.50	25.00	0.0	10	.0	N.C.	N.A.	6135	20.78	7800	26.42
1986																	

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GARDENING (HOME)																	
FLOWER & GARDEN MAGAZINE																	
1990	582.5	99.5	97.1	350.8	20.7	0.0	2.00	8.00	33.3	6	.0	550.0	0	9055	15.55	12685	21.78
1989	603.1	99.5	97.4	435.3	15.9	0.0	2.00	8.00	33.3	6	.0	550.0	0	8015	13.29	11225	18.61
1988#	610.6	99.5	98.0	348.2	20.9	0.0	2.00	8.00	33.3	6	.0	550.0	0	6970	11.42	9760	15.98
1987#	629.6	99.5	98.0	526.6	12.7	0.0	2.00	6.00	50.0	6	.0	610.0	0	6585	10.46	9215	14.64
1986#	631.1	99.5	98.2	514.1	12.3	0.0	1.50	6.00	33.3	6	.0	610.0	0	5790	9.17	8105	12.84
ORGANIC GARDENING																	
1990	1034.9	92.4	98.6	965.5	1.3	92.1	2.75	25.00	1.0-	9	.0	1000.0	1	18050	17.44	24950	24.11
1989	1046.2	92.0	98.6	1047.3	43.7	89.8	1.95	18.00	16.1	11	.0	1000.0	2	18050	17.25	24950	23.85
1988	1060.6	92.4	99.2	1297.7	16.4	91.7	1.75	13.97	33.5	12	.0	1000.0	2	17695	16.68	24950	23.52
1987	1118.0	92.0	99.5	1273.2	27.8	92.9	1.75	12.97	38.2	12	23.7	1000.0	4	11235	10.05	16745	14.98
1986	1206.2	93.1	99.4	1261.0	33.6	92.6	1.95	12.97	44.6	12	9.8	1200.0	3	12850	10.65	19160	15.88
GENERAL EDITORIAL																	
AMERICANA																	
1990	190.1	99.3	96.9	189.8	22.5	0.3	2.95	14.97	15.4	6	22.0	200.0	3	5440	28.62	8170	42.98
1989	232.5	99.4	98.3	199.4	11.4	1.3	2.95	14.97	15.4	6	36.8	N.C.	N.A.	8120	34.92	12190	52.43
1988	321.2	99.3	98.1	252.5	8.5	0.8	2.95	13.95	21.2	6	26.1	N.C.	N.A.	8120	25.28	12190	37.95
1987	330.3	99.3	97.7	336.7	7.5	0.5	2.95	11.90	32.8	6	20.0	N.C.	N.A.	8120	24.58	12190	36.91
1986	315.2	99.2	96.7	297.4	9.8	0.6	2.50	11.90	20.7	6	9.3	N.C.	N.A.	8120	25.76	12190	38.67
AMERICAN HERITAGE																	
1990	290.4	98.8	97.3	369.3	73.8	52.1	4.50	27.00	14.3	7	.0	285.0	0	7770	26.76	12050	41.49
1989	279.7	98.7	97.0	409.7	75.8	50.2	4.50	27.04	24.9	8	.0	275.0	0	7060	25.24	10950	39.15
1988	246.4	98.6	96.8	329.0	94.5	36.6	4.50	24.00	33.3	8	.0	250.0	0	7060	28.65	10950	44.44
1987	215.4	98.7	95.6	393.0	58.8	49.7	4.50	24.00	23.8	7	.0	225.0	0	5065	23.51	7875	36.56
1986	167.1	98.4	94.4	191.4	35.8	46.4	4.00	24.00	0.0	6	.8	200.0	0	4500	26.93	7000	41.89
THE AMERICAN LEGION MAGAZINE																	
1990	2907.4	98.7	99.9	3027.6	99.9	0.0	2.00	2.50	89.6	12	.0	2850.0	0	20945	7.20	28420	9.78
1989	2851.1	98.8	100.0	3122.2	100.0	0.0	2.00	2.50	89.6	12	.0	2700.0	0	19850	6.96	26935	9.45
1988#	2776.4	98.8	100.0	2939.6	100.0	0.0	2.00	2.50	89.6	12	.0	2650.0	0	19270	6.94	26150	9.42
1987	2729.2	98.7	100.0	2748.2	100.0	0.0	2.00	2.50	89.6	12	.0	2500.0	0	17640	6.46	23940	8.77
1986	2648.0	98.8	100.0	2843.0	100.0	0.0	1.50	2.50	86.1	12	.0	2500.0	0	16800	6.34	22800	8.61
CHANGING TIMES, KIPLINGER'S PERSONAL FINANCE MAGAZINE																	
1990	1159.9	98.4	97.3	904.9	24.1	23.8	2.50	18.00	40.0	12	.0	1000.0	0	20235	17.45	28755	24.79
1989	1182.6	98.5	97.2	986.1	26.0	66.2	2.50	18.00	40.0	12	5.2	1000.0	0	19000	16.07	27000	22.83
1988#	1116.4	98.6	97.1	1082.2	69.0	81.1	2.50	18.00	40.0	12	21.4	1000.0	1	18000	16.12	25500	22.84
1987	1385.2	98.7	97.3	1589.5	31.5	91.0	2.50	15.00	50.0	12	25.3	1350.0	0	20125	14.53	30000	21.66
1986	1385.8	98.7	97.4	1581.9	24.5	91.1	2.25	15.00	44.4	12	18.5	1350.0	0	18785	13.56	28000	20.20

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CONNOISSEUR																	
1990	327.2	97.7	95.2	370.1	14.4	0.0	3.00	19.95	44.6	12	.0	320.0	0	15740	48.11	20530	62.74
1989	329.9	97.4	94.5	342.2	15.9	0.0	3.00	19.95	44.6	12	.0	320.0	0	14710	44.59	19190	58.17
1988#	327.2	97.3	93.5	343.5	17.1	0.0	3.00	19.95	44.6	12	.0	320.0	0	13470	41.17	17570	53.70
1987#	319.4	97.2	93.4	320.1	20.1	0.0	3.00	19.95	44.6	12	.0	300.0	0	11980	37.51	15630	48.94
1986#	325.8	97.7	93.7	297.8	17.8	0.0	3.00	19.95	44.6	12	.0	300.0	0	11370	34.90	14830	45.52
CONSUMERS DIGEST																	
1990	866.2	98.3	93.4	1168.2	3.3	4.8	2.50	15.97	6.5-	6	.0	775.0	0	12925	14.92	19380	22.37
1989	829.0	98.6	93.0	1087.5	3.1	0.0	2.25	15.97	18.3-	6	.0	750.0	0	11670	14.08	17495	21.10
1988	761.0	98.5	93.0	1063.6	2.2	0.0	2.00	15.97	33.1-	6	.0	750.0	0	11010	14.47	16505	21.69
1987#	779.8	98.4	94.1	820.3	0.7	1.1	2.00	13.97	16.4-	6	7.7	750.0	3	10385	13.32	15570	19.97
1986#	990.6	98.5	95.9	1028.7	9.5	5.3	2.00	14.97	16.8	9	31.1	900.0	3	10385	10.48	15570	15.72
COUNTRY AMERICA*																	
1990#	536.5	99.3	88.3	640.9	13.6	0.0	1.95	14.97	23.2	10	.0	600.0	1	13978	26.05	19968	37.22
1989																	
1988																	
1987																	
1986																	
EBONY																	
1990	1849.1	96.1	84.8	1385.7	53.8	0.0	2.00	16.00	33.3	12	93.2	1750.0	0	25640	13.87	34639	18.73
1989#	1805.5	97.7	85.3	1490.2	48.3	0.0	2.00	16.00	33.3	12	116.9	1750.0	1	25640	14.20	34639	19.19
1988	1755.1	97.1	86.6	1476.3	44.4	0.0	2.00	16.00	33.3	12	194.9	1700.0	0	23309	13.28	31490	17.94
1987	1758.0	97.2	86.4	1362.1	50.1	0.0	2.00	16.00	33.3	12	182.9	1700.0	1	23309	13.26	31490	17.91
1986	1713.6	96.9	86.9	1241.4	46.5	0.0	2.00	16.00	33.3	12	190.2	1700.0	4	22199	12.95	29990	17.50
GRIT																	
1990	410.7	99.5	92.8	956.4	0.7	37.6	0.75	29.99	21.6	51	5.1	N.C.	N.A.	8325	20.27	10575	25.75
1989	509.9	99.3	93.4	1181.6	0.3	34.5	0.75	29.99	24.6	53	14.2	N.C.	N.A.	8628	16.92	10978	21.53
1988	545.1	99.6	92.3	989.9	0.3	24.4	0.75	26.95	30.9	52	99.8	N.C.	N.A.	8297	15.22	11158	20.47
1987	561.5	99.6	89.4	998.0	0.2	22.8	0.75	26.95	30.9	52	6.7	N.C.	N.A.	8500	15.14	10740	19.13
1986	563.1	99.6	85.9	927.4	0.7	31.7	0.75	26.95	30.9	52	.0	N.C.	N.A.	8160	14.49	10335	18.35
HARPER'S MAGAZINE																	
1990	203.7	89.8	82.3	237.7	29.0	0.0	2.50	18.00	40.0	12	.0	190.0	0	5630	27.64	8745	42.93
1989#	189.7	91.7	81.7	204.9	31.1	0.0	2.00	18.00	25.0	12	.0	190.0	0	5360	28.26	8330	43.91
1988#	184.2	89.6	81.6	180.7	38.0	0.0	2.00	18.00	25.0	12	.0	180.0	0	4870	26.44	7570	41.10
1987#	185.5	92.0	81.8	163.8	36.8	0.2	2.00	18.00	25.0	12	.0	165.0	0	4330	23.34	6740	36.33
1986#	168.7	91.2	81.1	154.6	34.4	8.7	2.00	18.00	25.0	12	.0	160.0	0	4085	24.21	6360	37.70
LIFE																	
1990	1779.0	89.7	70.5	1503.3	53.3	57.9	2.95	32.50	21.3	14	20.3	1700.0	2	49520	27.84	65560	36.85
1989	1743.3	91.0	66.9	1499.9	64.0	46.5	2.95	32.50	21.3	14	17.6	1700.0	6	47160	27.05	62440	35.82
1988#	1808.0	91.2	66.2	1670.7	68.2	52.3	2.50	32.50	7.1	14	10.7	1700.0	3	44910	24.84	59470	32.89
1987#	1663.3	92.8	61.8	1200.3	65.0	43.2	2.50	32.50	0.0	13	5.2	1600.0	4	39630	23.83	52470	31.55
1986#	1674.1	90.9	58.5	1267.3	74.2	42.0	2.50	32.50	0.0	13	9.9	1500.0	2	37745	22.55	49960	29.84

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GENERAL EDITORIAL (cont.)

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MONEY																	
1990	1935.4	98.2	84.9	2344.5	62.2	61.9	2.95	33.95	11.5	13	1.6	1800.0	0	43795	22.63	68510	35.40
1989	1825.5	98.1	84.5	2576.2	63.1	60.1	2.95	33.95	4.1	12	20.6	1800.0	0	40735	22.31	63720	34.91
1988	1816.7	98.0	83.3	1979.6	69.2	65.3	2.95	31.95	16.7	13	20.4	1800.0	0	38285	21.07	59885	32.96
1987#	1847.8	98.1	82.4	1988.8	67.3	71.6	2.95	31.95	16.7	13	1.1	1700.0	0	34595	18.72	54130	29.29
1986#	1817.5	98.2	80.6	1986.5	71.6	66.7	2.75	29.95	9.2	12	3.8	1650.0	0	32325	17.79	50575	27.83
NATIONAL ENQUIRER																	
1990	3911.4	88.9	10.0	460.1	77.7	0.0	0.85	29.75	32.7	52	.0	4100.0	41	37430	9.57	47200	12.07
1989	4161.7	88.9	10.7	460.6	82.5	0.0	0.85	29.75	32.7	52	.0	4100.0	40	34600	8.31	43700	10.50
1988	4294.7	89.7	10.5	544.9	99.9	0.0	0.75	19.95	48.8	52	.0	4450.0	39	32180	7.49	40570	9.45
1987	4421.8	89.6	9.9	519.3	100.0	0.0	0.75	19.95	48.8	52	.0	4450.0	30	32180	7.28	40570	9.17
1986#	4440.7	89.3	9.9	502.9	99.9	0.0	0.65	19.95	41.0	52	.0	4450.0	30	28240	6.36	35600	8.02
NATIONAL GEOGRAPHIC MAGAZINE																	
1990	10186.3	77.1	99.2	9580.7	97.6	0.1	2.65	21.00	34.0	12	54.2	10125.0	5	107140	10.52	139280	13.67
1989	10860.0	78.3	99.3	10288.9	100.0	0.3	2.25	21.00	22.2	12	36.7	10481.0	0	107140	9.87	139280	12.83
1988	10545.7	79.7	99.4	10346.5	100.0	0.0	2.25	18.00	33.3	12	33.6	10280.0	0	100240	9.51	130315	12.36
1987	10480.0	80.4	99.4	10440.3	100.0	0.0	2.25	18.00	33.3	12	38.6	10200.0	0	94620	9.03	123000	11.74
1986	10727.9	81.0	99.3	10600.2	100.0	0.0	1.90	15.00	34.2	12	33.1	10200.0	0	90545	8.44	117715	10.97
THE NEW YORKER																	
1990	618.4	94.5	96.0	554.5	44.0	2.2	1.75	32.00	65.5	53	.0	575.0	0	20240	32.73	32275	52.19
1989	615.1	94.5	95.6	584.5	45.2	1.0	1.75	32.00	64.8	52	.0	550.0	0	17925	29.14	28585	46.47
1988	623.0	94.2	95.3	577.4	48.9	3.5	1.75	32.00	64.8	52	.0	545.0	0	16295	26.16	25985	41.71
1987	579.4	94.2	95.0	582.1	50.8	3.5	1.75	32.00	64.8	52	.0	525.0	0	14950	25.80	23840	41.15
1986	547.3	94.0	93.9	506.7	56.0	4.4	1.50	32.00	59.0	52	.0	525.0	0	14950	27.32	23840	43.56
READER'S DIGEST																	
1990	16330.7	98.7	94.5	16641.5	31.4	14.2	1.97	19.93	15.7	12	187.9	16250.0	3	103720	6.35	124730	7.64
1989	16388.9	99.0	94.3	17741.6	27.8	13.5	1.89	18.46	18.6	12	127.7	16250.0	4	100700	6.14	121100	7.39
1988	16708.3	98.7	94.1	16876.9	30.0	13.3	1.89	17.93	20.9	12	152.0	16250.0	0	95900	5.74	115300	6.90
1987	16708.1	98.7	94.8	18164.7	27.9	11.1	1.79	16.93	21.2	12	76.3	16250.0	0	91350	5.47	109830	6.57
1986	16952.9	98.7	94.5	18177.5	29.5	11.0	1.75	15.41	26.6	12	107.8	16250.0	0	87000	5.13	104600	6.17
THE SATURDAY EVENING POST																	
1990	555.3	97.4	91.3	384.9	56.4	11.1	2.25	13.97	22.4	8	.0	570.0	6	11489	20.69	14935	26.90
1989	582.9	97.7	88.3	487.0	98.8	16.2	2.25	12.97	27.9	8	.0	570.0	2	10623	18.22	13772	23.63
1988	611.8	98.0	88.7	569.6	98.2	50.6	1.95	12.97	26.1	9	.0	600.0	4	10623	17.36	13772	22.51
1987#	612.2	96.7	85.0	494.3	99.4	1.4	1.95	12.97	26.1	9	.0	600.0	2	10623	17.35	13772	22.50
1986#	636.2	97.1	84.5	516.0	98.5	11.4	1.95	12.97	26.1	9	1.2	700.0	9	10623	16.70	13772	21.65

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GENERAL EDITORIAL (cont.)																	
SMITHSONIAN																	
1990	2265.3	98.0	99.3	2800.2	0.6	0.0	2.50	20.00	33.3	12	14.9	2100.0	0	33715	14.88	50570	22.32
1989	2333.3	98.0	99.4	3072.3	99.9	0.0	2.50	16.00	46.7	12	4.3	2100.0	0	31510	13.50	47260	20.25
1988	2271.4	97.9	99.5	3163.1	78.8	0.0	2.50	16.00	46.7	12	5.7	2100.0	0	31510	13.87	47260	20.81
1987	2272.7	97.9	99.6	2850.8	60.4	0.0	2.50	16.00	46.7	12	16.8	2100.0	0	30010	13.20	45010	19.80
1986	2295.6	98.0	99.6	2800.8	62.7	0.0	2.50	16.00	46.7	12	3.1	2000.0	0	27480	11.97	41220	17.96
STAR																	
1990	3523.6	89.2	13.3	702.8	64.6	0.0	0.85	37.44	15.3	52	.0	3500.0	19	30950	8.78	37300	10.59
1989	3575.6	89.1	11.5	610.6	38.9	0.0	0.79	37.44	8.9	52	.0	3500.0	9	28255	7.90	34860	9.75
1988	3652.9	89.6	13.1	736.8	0.9	0.0	0.75	32.00	17.9	52	.0	3500.0	8	26160	7.16	32280	8.84
1987	3757.0	90.4	12.5	838.0	0.2	0.0	0.75	32.00	17.9	52	.0	3500.0	10	24680	6.57	30450	8.10
1986	3635.9	91.4	7.1	490.2	0.3	0.0	0.69	32.00	10.8	52	.0	3500.0	21	23500	6.46	29000	7.98
TOWN & COUNTRY																	
1990#	438.8	96.1	84.1	406.7	21.3	0.0	3.00	24.00	33.3	12	.0	440.0	0	21125	48.14	27190	61.96
1989#	422.1	95.6	80.6	363.3	28.1	0.0	3.00	24.00	33.3	12	.0	400.0	0	18335	43.44	23600	55.91
1988	422.4	95.4	79.0	339.4	32.2	0.0	3.00	24.00	33.3	12	.0	400.0	0	16090	38.09	20715	49.04
1987	418.6	95.0	77.6	352.3	33.5	0.0	3.00	24.00	33.3	12	.0	400.0	0	15175	36.25	19540	46.68
1986	413.3	95.4	77.1	278.4	42.6	0.0	3.00	24.00	33.3	12	.0	400.0	0	14395	34.83	18535	44.85
VANITY FAIR																	
1990	769.4	90.7	65.6	551.4	52.1	0.0	2.50	15.00	50.0	12	.0	600.0	0	25000	32.49	37490	48.73
1989	712.9	91.2	63.3	517.4	85.6	0.0	2.50	12.00	60.0	12	.0	500.0	0	20830	29.22	31240	43.82
1988	628.3	92.2	68.5	439.8	85.9	0.1	2.00	12.00	50.0	12	.0	400.0	0	16660	26.52	24990	39.77
1987	537.9	94.2	69.6	506.2	67.1	1.2	2.00	12.00	50.0	12	.0	375.0	0	14730	27.38	22100	41.09
1986	405.5	95.2	76.5	347.1	88.3	0.7	2.00	12.00	50.0	12	.0	350.0	0	12850	31.69	19270	47.52
YANKEE																	
1990	1004.1	99.0	95.1	1068.8	40.9	60.3	1.95	19.95	14.7	12	87.7	1000.0	4	15900	15.84	21300	21.21
1989	1001.9	98.9	94.6	1156.2	43.1	70.0	1.95	19.95	14.7	12	70.3	1000.0	4	13470	13.44	18000	17.97
1988	1003.6	98.8	93.8	1178.8	46.6	60.0	1.95	19.95	14.7	12	41.2	1000.0	4	12245	12.20	16405	16.35
1987#	1001.1	98.9	93.3	1117.8	52.8	48.8	1.95	18.00	23.1	12	17.5	1000.0	4	11660	11.65	15625	15.61
1986#	1009.9	98.8	93.2	1210.0	57.6	46.7	1.95	18.00	23.1	12	7.4	1000.0	5	11000	10.89	14740	14.60
HEALTH																	
AMERICAN HEALTH-FITNESS OF BODY AND MIND																	
1990	839.0	98.0	94.8	602.9	30.1	0.0	1.95	14.95	23.3	10	54.7	800.0	2	14845	17.69	20520	24.46
1989	1024.4	97.9	93.5	614.8	66.7	0.0	1.95	14.95	23.3	10	10.7	1000.0	3	15275	14.91	21110	20.61
1988	966.8	97.8	92.6	874.1	48.0	0.0	1.95	14.95	23.3	10	.0	900.0	0	14340	14.83	19820	20.50
1987#	864.1	97.6	91.9	940.3	48.6	0.0	2.00	14.95	25.3	10	.0	900.0	0	13840	16.02	19130	22.14
1986#	794.1	97.3	92.0	785.8	20.3	0.0	2.00	14.95	25.3	10	.0	850.0	10	11770	14.82	16265	20.48

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HEALTH (cont.)																	
HEALTH																	
1990	858.4	96.1	99.9	1096.6	11.3	0.0	2.25	19.94	19.4	11	.0	800.0	1	13450	15.67	18750	21.84
1989#	1047.1	95.1	99.3	1291.7	9.0	0.0	2.25	22.00	18.5	12	32.1	1100.0	0	17545	16.76	24550	23.45
1988	1023.2	98.0	99.4	1959.1	10.4	0.0	2.25	22.00	18.5	12	.0	1000.0	0	12270	11.99	17170	16.78
1987#	1019.4	98.6	99.1	1752.4	8.4	0.0	2.25	22.00	18.5	12	.0	1000.0	0	11575	11.35	16200	15.89
1986#	1015.6	98.5	98.8	1687.3	11.0	0.0	2.25	22.00	18.5	12	.0	1000.0	0	11020	10.85	15425	15.19
LONGEVITY*																	
1990	313.7	91.9	85.0	440.3	12.7	0.9	3.00	17.97	0.2	6	.0	250.0	1	4905	15.64	6720	21.42
1989																	
1988																	
1987																	
1986																	
PREVENTION																	
1990	3023.9	94.4	88.7	3013.3	35.8	88.0	1.95	15.97	31.8	12	.0	3000.0	6	29585	9.78	38760	12.82
1989	3148.4	94.3	88.6	3135.2	52.8	86.1	1.95	15.97	31.8	12	.0	3000.0	0	27910	8.86	36565	11.61
1988#	3055.8	94.2	91.0	3284.9	66.0	84.6	1.50	13.97	22.4	12	.0	2900.0	0	25680	8.40	33630	11.01
1987#	2866.3	93.4	92.6	2994.5	88.0	90.2	1.50	13.97	22.4	12	.0	2850.0	2	23810	8.31	31195	10.88
1986#	2805.5	94.3	94.4	2931.6	93.6	89.2	1.50	13.97	22.4	12	.0	2800.0	3	22460	8.01	29425	10.49
THE WALKING MAGAZINE*																	
1990	437.7	96.0	93.9	396.8	19.3	8.8	2.95	12.00	18.6	5	.0	430.0	3	11465	26.19	14335	32.75
1989	399.3	97.3	89.6	410.7	4.8	1.2	2.95	12.00	32.2	6	.0	420.0	2	11200	28.05	14000	35.06
1988	321.7	98.0	88.3	362.0	5.1	1.8	2.95	12.00	18.6	5	.0	N.C.	0	14000	43.52	17500	54.40
1987																	
1986																	
HOME SERVICE & HOME																	
ARCHITECTURAL DIGEST																	
1990	632.0	90.2	81.5	888.2	32.0	41.9	5.00	39.95	33.4	12	3.8	625.0	2	23100	36.55	32000	50.63
1989	632.7	89.9	81.4	861.9	34.5	53.4	4.50	39.95	26.0	12	1.0	625.0	1	21750	34.38	30200	47.73
1988	661.1	90.6	82.6	756.9	39.5	48.0	4.50	39.95	26.0	12	.0	625.0	0	20520	31.04	28490	43.09
1987	649.6	91.5	84.1	865.8	33.3	53.8	4.50	39.95	26.0	12	.0	625.0	0	19360	29.80	26880	41.38
1986	607.6	92.4	83.8	909.2	31.6	61.0	4.50	39.95	26.0	12	25.1	600.0	5	18090	29.77	25120	41.34
BETTER HOMES AND GARDENS																	
1990	8005.1	98.8	93.5	5796.9	1.2	0.0	1.75	16.00	23.8	12	.0	8000.0	5	104620	13.07	126500	15.80
1989	8016.2	98.5	92.8	5628.0	1.0	0.0	1.50	14.97	16.8	12	.0	8000.0	4	98415	12.28	119000	14.84
1988	8147.8	98.6	92.3	5682.4	1.5	0.0	1.50	14.00	22.2	12	.0	8000.0	1	91325	11.21	110465	13.56
1987	8053.1	98.6	92.6	6552.8	3.4	0.0	1.50	14.00	22.2	12	.0	8000.0	3	82025	10.19	99215	12.32
1986	8051.9	98.3	93.3	5673.9	10.7	0.0	1.50	14.00	22.2	12	.0	8000.0	4	78870	9.80	95400	11.85

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COLONIAL HOMES																	
1990	596.5	95.9	69.8	368.5	39.3	0.0	3.00	14.97	16.8	6	3.4	575.0	1	20725	34.74	29000	48.62
1989	593.5	95.6	65.8	304.7	49.2	0.0	3.00	14.97	16.8	6	.0	550.0	0	18180	30.63	25450	42.88
1988	614.0	97.0	66.9	355.1	43.6	0.0	3.00	14.97	16.8	6	.0	550.0	0	16895	27.52	23430	38.16
1987#	611.2	97.3	69.3	423.1	33.3	0.0	3.00	14.97	16.8	6	.0	550.0	0	16090	26.33	22315	36.51
1986#	555.9	97.4	68.6	255.5	50.2	0.0	3.00	14.97	16.8	6	3.0	550.0	1	15265	27.46	21170	38.08
COUNTRY HOME																	
1990	1000.2	96.9	75.1	570.5	28.8	0.0	2.95	16.97	4.1	6	.0	1000.0	3	28700	28.69	41000	40.99
1989#	967.3	97.3	73.4	578.4	29.0	0.0	2.95	16.97	4.1	6	.0	1000.0	2	26800	27.71	38300	39.59
1988	942.9	97.6	71.1	647.4	29.3	0.0	2.95	16.97	4.1	6	.0	880.0	0	21850	23.17	31200	33.09
1987	861.8	97.6	69.9	446.5	37.8	0.0	2.95	14.97	15.4	6	.0	880.0	0	20575	23.87	29400	34.11
1986	819.6	97.1	65.3	531.9	29.6	0.0	2.95	14.97	15.4	6	.0	800.0	1	17300	21.11	24700	30.14
COUNTRY JOURNAL																	
1990	269.1	97.4	92.8	121.4	50.2	31.2	2.95	16.95	4.2	6	.0	250.0	5	6173	22.94	8950	33.26
1989	329.2	97.4	94.6	209.4	39.8	60.4	2.95	16.95	17.9	7	.0	325.0	3	8295	25.20	11600	35.24
1988	331.4	97.5	93.9	357.9	28.4	60.7	1.95	16.95	27.6	12	.0	325.0	4	7825	23.61	10945	26.64
1987#	331.8	97.5	91.9	411.9	25.6	61.6	1.95	16.95	27.6	12	.0	N.C.	N.A.	7380	22.24	10325	31.12
1986#	335.0	97.9	93.3	444.3	23.7	54.9	1.95	16.95	27.6	12	10.7	N.C.	N.A.	7030	20.99	9935	29.36
COUNTRY LIVING																	
1990	1775.2	94.7	66.7	1123.9	45.9	0.0	2.50	17.97	40.1	12	.0	1700.0	0	34815	19.61	47635	26.83
1989	1813.3	95.2	63.7	1093.3	56.4	0.0	2.50	15.97	46.8	12	.0	1700.0	0	31940	17.61	43700	24.10
1988#	1770.4	95.6	63.2	1152.0	56.2	0.0	1.95	15.97	31.8	12	.0	1600.0	0	27820	15.71	38065	21.50
1987#	1669.1	96.5	65.9	1087.5	54.9	0.0	1.95	15.97	31.8	12	.0	1500.0	0	24640	14.76	33720	20.20
1986#	1599.6	97.1	68.2	1118.4	55.5	0.0	1.95	15.97	31.8	12	.0	1500.0	0	23250	14.53	31800	19.88
DECORATING REMODELING*																	
1990	642.2	96.4	65.1	615.2	0.0	0.0	1.95	16.00	2.6-	8	.0	600.0	0	20300	31.61	28470	44.33
1989	524.0	95.5	45.5	403.9	0.1	0.0	1.95	12.00	12.1	7	.0	550.0	5	17400	33.21	22300	42.56
1988#	537.9	94.5	35.5	204.7	84.5	0.0	1.95	12.00	2.6-	6	.0	550.0	0	17400	32.35	22300	41.46
1987	540.2	93.4	18.8	186.4	96.7	0.0	1.95	7.50	3.8	4	.0	455.0	0	15580	28.84	19970	36.97
1986																	
THE FAMILY HANDYMAN																	
1990	1334.2	98.3	95.1	1158.3	19.4	18.6	2.25	13.97	37.9	10	.0	1300.0	0	21200	15.89	30740	23.04
1989	1435.7	98.5	96.6	1260.4	22.0	16.1	1.95	12.97	33.5	10	.0	1275.0	0	19360	13.48	27775	19.35
1988	1245.3	98.4	96.2	1586.8	19.9	13.0	1.95	11.97	31.8	9	.0	1200.0	0	17365	13.94	24910	20.00
1987	1207.0	98.5	95.8	1228.5	28.3	16.0	1.95	11.97	38.6	10	.0	1200.0	1	16550	13.71	23745	19.67
1986	1211.3	98.3	94.9	1186.7	31.0	20.1	1.95	11.97	38.6	10	.0	1200.0	1	15760	13.01	20125	16.61

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HOME SERVICE & HOME (cont.)

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HARROWSMITH COUNTRY LIFE*																	
1990	202.6	99.1	91.5	321.2	0.3	5.2	2.95	24.00	35.6-	6	3.3	N.C.	N.A.	5558	27.43	8170	40.33
1989	207.3	99.1	93.0	409.7	0.2	7.6	2.95	24.00	9.6	9	.0	N.C.	N.A.	5170	24.94	7600	36.66
1988	209.4	99.1	95.0	453.0	0.2	8.9	2.95	24.00	35.6-	6	24.6	N.C.	N.A.	4869	23.25	7188	34.33
1987	196.0	99.3	92.6	316.7	0.2	7.2	2.95	24.00	35.6-	6	23.5	200.0	2	4271	21.79	6305	32.17
1986																	
HG-HOUSE & GARDEN																	
1990	622.1	95.6	86.9	506.1	12.6	0.0	4.00	24.00	50.0	12	.0	500.0	0	21410	34.42	29340	47.16
1989	600.6	95.4	85.3	558.8	9.9	0.0	4.00	24.00	50.0	12	.0	500.0	0	19820	33.00	27160	45.22
1988	608.0	95.4	87.0	525.1	18.0	0.0	4.00	24.00	50.0	12	.0	500.0	0	18180	29.90	24910	40.97
1987	597.9	94.8	85.1	594.8	28.6	0.1	4.00	24.00	50.0	12	.0	500.0	0	17150	28.68	23500	39.30
1986	544.0	92.8	83.8	571.3	32.6	0.1	4.00	24.00	50.0	12	.0	500.0	0	16020	29.45	21960	40.37
HOME																	
1990	933.9	96.8	87.7	972.6	0.5	2.5	1.95	18.00	23.1	12	3.2	925.0	2	23075	24.71	30745	32.92
1989	934.1	96.8	86.4	880.4	9.5	2.0	1.95	18.00	23.1	12	.0	925.0	4	21465	22.98	28600	30.62
1988	920.8	96.7	84.9	996.0	26.5	1.9	1.95	15.00	35.9	12	.0	900.0	1	19890	21.60	26500	28.78
1987#	899.7	97.3	84.2	916.5	34.4	5.9	1.95	15.00	35.9	12	.0	900.0	1	18890	21.00	25165	27.97
1986#	801.0	97.2	83.4	928.3	84.7	2.2	1.95	15.00	35.9	12	.0	800.0	1	15990	19.96	21305	26.60
HOME MECHANIX																	
1990	1209.2	96.1	96.2	995.0	14.2	1.1	1.95	13.94	35.0	11	3.1	1200.0	0	10130	8.38	14150	11.70
1989	1215.3	96.3	95.0	1153.5	13.7	0.3	1.75	13.94	33.6	12	4.3	1200.0	0	21460	17.66	30435	25.04
1988	1225.5	96.2	94.2	1053.2	16.2	0.3	1.75	11.94	43.1	12	.0	1200.0	0	21460	17.51	30435	24.83
1987#	1206.1	95.6	93.2	1215.4	13.1	0.8	1.75	11.94	43.1	12	.0	1200.0	3	19465	16.14	27605	22.89
1986#	1204.8	96.6	92.2	875.6	16.3	0.4	1.75	11.94	43.1	12	.0	1200.0	1	18540	15.39	26290	21.82
HOMEOWNER																	
1990	786.7	95.9	97.5	1168.1	4.5	0.0	1.95	18.00	7.7	10	.0	775.0	0	13700	17.41	19900	25.30
1989	776.8	95.2	97.1	985.0	7.4	0.0	1.95	18.00	7.7	10	.0	775.0	0	13700	17.64	19900	25.62
1988	721.7	96.8	97.2	1774.7	9.2	0.0	1.95	18.00	7.7	10	.0	700.0	0	11830	16.39	17155	23.77
1987#	703.3	98.3	97.0	1441.0	5.1	0.0	1.95	18.00	7.7	10	.0	700.0	2	10240	14.56	14850	21.11
1986#	689.6	98.5	96.4	1098.7	4.4	0.0	1.95	18.00	7.7	10	.0	650.0	0	9055	13.13	13150	19.07
HOUSE BEAUTIFUL																	
1990#	958.8	96.1	75.6	790.9	25.8	0.0	1.95	17.97	23.2	12	.0	950.0	0	29760	31.04	43690	45.57
1989	920.9	96.4	72.6	769.1	37.8	0.0	1.95	15.97	31.8	12	.0	900.0	0	25865	28.09	37975	41.24
1988#	870.4	96.7	72.3	631.8	34.8	0.0	1.95	15.97	31.8	12	.0	850.0	0	22620	25.99	33210	38.15
1987	834.0	97.0	72.3	630.7	40.3	0.0	1.95	15.97	31.8	12	.0	800.0	0	20275	24.31	34230	41.04
1986	833.0	97.0	71.6	604.1	43.4	0.0	1.95	15.97	31.8	12	.0	800.0	0	19235	23.09	28240	33.90

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METROPOLITAN HOME																	
1990	688.3	97.0	88.6	485.5	1.2	0.0	3.00	19.95	44.6	12	.0	700.0	8	24085	34.99	33450	46.60
1989	710.8	97.1	87.9	569.9	2.9	0.3	2.95	18.00	49.2	12	.0	700.0	0	22095	31.08	31260	43.98
1988	706.8	97.5	88.1	591.9	5.0	0.2	2.50	18.00	40.0	12	.0	700.0	0	20650	29.22	29215	41.33
1987	716.3	97.5	88.5	592.2	4.3	0.1	2.50	18.00	40.0	12	.0	700.0	0	19665	27.45	27825	38.85
1986	724.9	97.8	90.8	621.1	10.5	0.1	2.50	18.00	40.0	12	.0	700.0	0	19665	27.13	27825	38.38
MIDWEST LIVING*																	
1990#	615.4	99.7	87.8	487.2	29.4	0.0	2.95	14.97	15.4	6	.0	650.0	1	16300	26.49	23400	38.02
1989#	553.6	99.8	85.8	572.8	21.7	0.0	2.50	14.97	0.2	6	.0	570.0	1	12100	21.86	17300	31.25
1988#	485.6	99.8	85.2	621.3	13.8	0.0	2.50	14.97	0.2	6	.0	450.0	1	8400	17.30	12000	24.71
1987																	
1986																	
1,001 HOME IDEAS																	
1990	1657.6	96.1	96.9	2056.0	13.1	0.0	1.95	22.00	6.0	12	.0	1650.0	0	30490	18.39	36775	22.19
1989#	1581.5	97.0	97.0	2242.1	14.9	0.0	1.95	22.00	6.0	12	.0	1650.0	0	28630	18.10	34530	21.83
1988	1537.5	96.9	97.1	2331.6	10.9	0.0	1.95	22.00	6.0	12	.0	1500.0	0	22930	14.91	27660	17.99
1987#	1517.0	98.1	97.0	2237.3	15.4	0.0	1.95	22.00	6.0	12	.0	1500.0	1	21630	14.26	26095	17.20
1986#	1533.9	98.3	97.1	1783.6	16.2	0.0	1.95	22.00	6.0	12	.0	1500.0	0	20600	13.43	24850	16.20
PRACTICAL HOMEOWNER																	
1990	750.4	95.0	97.6	880.3	12.6	87.0	2.00	13.97	12.7	8	2.5	750.0	4	12590	16.78	17750	23.65
1989	750.6	95.0	97.5	911.8	9.9	89.7	2.00	13.97	22.4	9	29.3	750.0	5	11990	15.97	16900	22.52
1988	725.6	92.7	97.3	667.0	19.4	82.4	2.00	12.97	27.9	9	26.5	725.0	5	11150	15.37	15725	21.67
1987	713.8	93.4	96.7	741.7	30.3	89.4	2.00	12.97	27.9	9	.0	700.0	1	10450	14.64	14735	20.64
1986	707.7	92.9	95.8	774.6	63.5	84.3	2.00	11.00	38.9	9	5.8	700.0	1	10050	14.20	14065	19.87
SOUTHERN ACCENTS																	
1990	252.9	99.4	84.1	250.7	23.4	0.0	4.00	24.95	37.6	10	.0	250.0	3	8770	34.68	11960	47.29
1989	259.9	99.3	80.8	215.0	66.1	0.1	4.00	18.00	25.0	6	.0	250.0	0	8110	31.20	11070	42.59
1988	261.1	99.5	81.8	261.2	82.2	0.2	4.00	18.00	25.0	6	.0	250.0	0	7190	27.54	9800	37.53
1987#	250.4	99.5	80.4	236.9	91.0	0.0	4.00	18.00	25.0	6	.0	250.0	0	6420	25.64	8750	34.94
1986#	250.6	98.2	79.3	208.6	58.3	0.0	4.00	18.00	25.0	6	.0	225.0	0	5500	21.95	7500	29.93
SOUTHERN LIVING																	
1990	2318.2	99.5	92.8	2273.0	37.3	0.3	2.50	21.95	26.8	12	.0	2275.0	2	39670	17.11	55940	24.13
1989	2308.5	99.5	91.4	1958.8	47.1	0.1	2.50	21.95	26.8	12	.0	2275.0	0	36740	15.92	51800	22.44
1988	2285.2	99.6	92.1	2045.0	55.0	0.1	2.50	21.95	26.8	12	.0	2275.0	0	34500	15.10	48650	21.29
1987#	2291.4	99.6	91.8	1855.8	59.2	0.1	2.50	19.95	33.5	12	.0	2250.0	0	32400	14.14	45680	19.94
1986#	2268.2	99.6	93.0	1886.2	62.7	0.0	2.50	19.95	33.5	12	.0	2150.0	0	29960	13.21	42250	18.63

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HOME SERVICE & HOME (cont.)																	
SUNSET, THE MAGAZINE OF WESTERN LIVING																	
1990	1405.8	97.6	93.6	961.6	49.1	0.0	2.50	18.00	40.0	12	.0	1300.0	0	25100	18.07	35200	25.04
1989	1395.8	97.7	93.9	817.8	46.1	0.0	1.95	16.00	31.6	12	.0	1275.0	0	23740	17.01	32880	23.56
1988	1431.1	97.6	93.5	872.1	45.3	0.0	1.95	16.00	31.6	12	.0	1275.0	0	22455	15.69	31255	21.84
1987	1437.9	97.7	93.7	865.2	47.9	0.0	1.95	14.00	40.2	12	.0	1275.0	0	21696	15.09	30198	21.00
1986	1441.0	97.7	93.1	843.1	45.3	0.0	1.50	14.00	22.2	12	.0	1275.0	0	20683	14.35	28787	19.98
WORKBENCH																	
1990	872.5	99.2	96.2	479.5	28.1	0.0	2.00	8.00	33.3	6	.0	800.0	0	13080	14.99	18460	21.16
1989	892.2	99.1	96.1	617.4	26.2	0.0	2.00	8.00	33.3	6	.0	800.0	0	11890	13.33	16780	18.81
1988#	874.3	99.1	96.6	523.9	27.2	0.0	2.00	8.00	33.3	6	.0	800.0	0	10810	12.36	15130	17.31
1987#	904.4	99.1	96.0	743.6	23.8	0.0	2.00	6.00	50.0	6	.0	850.0	0	10100	11.17	14140	15.63
1986#	885.9	99.1	95.9	619.2	36.5	0.0	1.50	6.00	33.3	6	.0	850.0	0	9000	10.16	12550	14.17
HORSES, RIDING & BREEDING																	
EQUUS																	
1990	118.1	93.7	92.3	104.5	8.1	0.5	3.00	22.50	37.5	12	.0	N.C.	N.A.	2725	23.07	4440	37.60
1989	111.1	95.2	92.9	116.6	6.9	1.1	3.00	22.50	37.5	12	1.2	N.C.	N.A.	2595	23.36	4230	38.07
1988	111.1	94.9	92.9	109.0	6.9	21.7	2.50	22.50	25.0	12	8.0	N.C.	N.A.	2425	21.83	3955	35.60
1987	107.6	92.5	91.9	80.2	1.5	5.9	2.50	22.50	25.0	12	6.7	N.C.	N.A.	2265	21.05	3694	34.33
1986	107.0	94.1	94.4	91.1	1.4	49.5	2.50	22.50	25.0	12	4.3	N.C.	N.A.	2265	21.17	3694	34.52
LITERARY, BOOK REVIEWS & WRITING TECHNIQUES																	
WRITER'S DIGEST																	
1990	229.6	95.1	86.8	249.5	1.1	0.3	2.50	24.00	20.0	12	.0	N.C.	N.A.	4650	20.25	6345	27.64
1989	254.1	95.8	89.7	300.0	6.3	0.7	2.50	21.00	30.0	12	.0	N.C.	N.A.	4650	18.30	6345	24.97
1988	207.4	95.1	87.5	236.5	5.5	2.9	2.25	21.00	22.2	12	.0	N.C.	N.A.	4390	21.17	5885	28.38
1987	222.6	95.6	89.1	281.8	4.5	0.7	2.25	21.00	22.2	12	.0	N.C.	N.A.	4025	18.08	5320	23.90
1986	215.1	95.0	87.6	257.1	5.3	0.0	2.00	21.00	12.5	12	.0	N.C.	N.A.	4025	18.71	5320	24.73
MATURE MARKET																	
MATURE OUTLOOK																	
1990	759.4	99.5	100.0	763.9	100.0	0.0	1.95	6.00	48.7	6	74.7	860.0	0	17350	22.85	19280	25.39
1989	829.5	99.6	100.0	592.2	100.0	0.0	1.75	6.00	42.9	6	75.5	860.0	5	16255	19.60	18060	21.77
1988	931.0	99.6	100.0	1035.0	100.0	0.0	1.50	6.00	33.3	6	35.0	825.0	0	14520	15.60	16500	17.72
1987	900.6	99.6	100.0	1018.2	100.0	0.0	1.50	6.00	33.3	6	32.1	800.0	2	12675	14.07	14400	15.99
1986#	661.9	99.4	100.0	905.9	100.0	0.0	1.50	6.00	33.3	6	17.0	800.0	0	11265	17.02	12800	19.34
MODERN MATURITY																	
1990	22437.2	99.3	100.0	12221.6	100.0	0.0	0.00	2.40	0.0	6	315.2	22400.0	0	185010	8.25	205000	9.14
1989	20879.0	99.3	100.0	12588.7	100.0	0.0	0.00	2.40	0.0	6	.0	19400.0	0	154330	7.39	171000	8.19
1988#	18613.3	99.4	100.0	12907.8	100.0	0.0	0.00	2.40	0.0	6	.0	17400.0	0	143500	7.71	159000	8.54
1987	16360.9	99.4	100.0	12682.5	100.0	0.0	0.00	2.40	0.0	6	260.5	15800.0	0	138100	8.44	153000	9.35
1986	14285.2	99.4	100.0	11986.6	100.0	0.0	0.00	2.40	0.0	6	261.0	13000.0	0	138100	9.67	153000	10.71

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MATURE MARKET (cont.)																	
NEW CHOICES FOR THE BEST YEARS																	
1990	587.6	98.9	99.9	654.8	5.1	0.4	2.50	15.97	46.8	12	.0	575.0	0	15050	25.61	20490	34.87
1989	573.7	98.8	98.9	822.7	10.0	0.0	2.50	15.00	50.0	12	22.7	575.0	7	14130	24.63	19240	33.54
1988#	499.6	99.0	100.0	741.3	13.1	0.0	2.50	15.00	50.0	12	8.7	500.0	6	12288	24.60	16732	33.49
1987#	475.7	99.0	100.0	582.0	13.9	0.0	1.50	15.00	16.7	12	9.0	475.0	3	10991	23.10	14966	31.46
1986#	445.5	99.0	100.0	533.1	15.1	0.2	1.50	15.00	16.7	12	9.5	450.0	7	9970	22.38	13575	30.47
NRTA/AARP NEWS BULLETIN																	
1990	22104.7	99.3	100.0	12221.6	100.0	0.0	0.00	.85	0.0	11	277.5	22100.0	0	N.A.		N.A.	
1989	20497.6	99.3	100.0	12588.7	100.0	0.0	0.00	.85	0.0	11	.0	20500.0	0	N.A.		N.A.	
1988	18249.4	99.4	100.0	12907.8	100.0	0.0	0.00	.85	0.0	11	.0	17100.0	0	N.A.		N.A.	
1987	15951.5	99.4	100.0	12682.5	100.0	0.0	0.00	.60	0.0	11	126.7	15500.0	1	N.A.		N.A.	
1986	13733.4	99.4	100.4	11986.6	100.0	0.0	0.00	.60	0.0	11	.0	12700.0	0	N.A.		N.A.	
MEN'S																	
ESQUIRE																	
1990	729.9	94.3	84.0	620.9	17.5	0.0	2.50	15.94	46.9	12	.0	700.0	0	21750	29.80	32625	44.70
1989	739.6	93.9	83.4	537.1	21.3	0.0	2.50	15.94	46.9	12	.0	700.0	0	19865	26.86	29705	40.16
1988	747.9	94.7	82.5	662.4	22.1	7.7	2.50	15.94	46.9	12	.0	700.0	0	18190	24.32	27200	36.37
1987#	703.9	94.3	82.4	602.6	19.9	38.5	2.50	17.94	40.2	12	34.2	700.0	4	18190	25.84	27200	38.64
1986#	697.3	94.2	80.0	555.8	24.2	21.4	2.50	17.94	40.2	12	18.4	700.0	5	17485	25.08	26150	37.50
FIREHOUSE																	
1990	105.4	96.7	100.0	80.3	5.4	3.9	3.25	21.00	46.2	12	3.9	110.0	0	3900	37.00	4950	46.96
1989	109.2	96.5	100.0	91.8	11.6	1.7	2.75	21.00	36.4	12	2.3	110.0	7	3450	31.59	4500	41.21
1988	109.1	96.6	100.0	89.1	3.5	0.0	2.75	21.00	36.4	12	1.7	110.0	7	3200	29.33	4175	38.27
1987	110.9	96.5	100.0	93.5	2.2	0.0	2.50	21.00	30.0	12	1.6	110.0	1	3200	28.85	4175	37.65
1986#	110.6	96.2	100.0	97.4	2.0	0.0	2.50	21.00	30.0	12	.9	110.0	1	2950	26.67	3925	35.49
GQ-GENTLEMEN'S QUARTERLY																	
1990	655.7	87.6	46.0	346.0	82.0	0.0	3.00	20.00	44.4	12	.0	550.0	0	18030	27.50	27080	41.30
1989	686.0	87.9	42.9	355.7	86.1	0.0	3.00	20.00	44.4	12	.0	550.0	0	16690	24.33	25070	36.55
1988	669.0	87.8	45.4	331.7	81.3	0.0	3.00	20.00	44.4	12	.0	525.0	0	14610	21.84	21950	32.81
1987#	677.0	88.7	43.2	371.8	86.0	0.0	3.00	20.00	44.4	12	.0	525.0	0	13780	20.35	20700	30.58
1986#	638.8	89.5	42.8	338.6	87.3	0.0	3.00	18.00	50.0	12	.0	500.0	0	12260	19.19	18425	28.84
M INC., THE CIVILIZED MAN																	
1990#	188.2	95.3	80.9	307.0	20.0	0.1	3.00	12.00	66.7	12	9.0	200.0	1	8450	44.90	12980	68.97
1989	159.2	93.6	72.9	133.7	25.1	0.0	3.00	18.00	50.0	12	3.6	160.0	5	7820	49.12	12020	75.50
1988	150.4	94.6	67.8	198.6	18.3	0.0	3.00	18.00	50.0	12	2.2	150.0	2	7105	47.24	10925	72.64
1987#	137.6	93.8	60.4	135.2	27.5	0.0	3.00	18.00	50.0	12	.0	130.0	1	6460	46.95	9930	72.17
1986#	134.6	92.1	56.3	116.8	15.1	0.1	3.00	24.00	33.3	12	2.8	130.0	2	6210	46.14	9550	70.95

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MEN'S (cont.)																	
NATIONAL LAMPOON																	
1990	235.4	88.1	43.8	108.6	0.0	0.0	3.95	18.95	20.0	6	2.4	250.0	6	6595	28.02	9560	40.61
1989	237.3	87.0	38.5	79.5	0.0	0.0	3.95	15.95	32.7	6	13.6	250.0	5	5450	22.97	7900	33.29
1988	242.8	86.3	31.2	54.2	0.0	0.0	3.95	15.95	32.7	6	12.8	250.0	5	5450	22.45	7900	32.54
1987#	238.6	85.8	32.1	37.1	0.0	0.0	3.95	15.95	32.7	6	14.9	250.0	1	5450	22.84	7900	33.11
1986#	270.0	85.2	36.4	32.6	0.6	0.1	3.95	15.95	63.3	11	11.7	300.0	10	5700	21.11	8100	30.00
PENTHOUSE																	
1990	1656.8	83.8	19.7	305.9	75.5	6.6	4.50	36.00	33.3	12	.0	2000.0	12	31085	18.76	34850	21.03
1989	1959.6	84.0	14.4	385.9	74.9	10.0	4.50	36.00	33.3	12	.0	2250.0	11	34970	17.85	39205	20.01
1988	2080.7	86.4	11.4	258.0	83.8	6.8	4.50	36.00	33.3	12	.0	2250.0	11	31790	15.28	35640	17.13
1987#	2250.8	84.8	10.5	203.4	78.5	6.3	4.00	36.00	25.0	12	.0	2250.0	9	28900	12.84	32400	14.39
1986#	2540.2	83.6	9.9	174.6	82.3	5.7	4.00	36.00	25.0	12	.0	3000.0	12	36695	14.45	41140	16.20
PLAYBOY																	
1990	3462.2	93.4	76.2	3275.9	17.3	20.8	4.00	26.00	45.8	12	.0	3400.0	2	46610	13.46	65280	18.86
1989	3539.6	92.4	72.0	3251.8	23.6	3.8	4.00	26.00	45.8	12	.0	3400.0	2	46610	13.17	65280	18.44
1988	3480.7	91.5	74.5	3299.2	25.7	1.1	4.00	28.00	41.7	12	.0	3400.0	2	41680	11.97	58370	16.77
1987#	3702.5	92.6	64.1	3013.0	29.7	1.3	3.50	24.00	42.9	12	49.6	3400.0	3	38955	10.52	54550	14.73
1986#	3689.3	92.6	69.7	2724.7	25.4	0.0	3.50	24.00	42.9	12	46.8	3400.0	10	37100	10.06	51955	14.08
POPULAR MECHANICS																	
1990	1642.1	95.4	83.5	1229.4	24.0	0.0	1.95	15.94	31.9	12	.0	1600.0	0	34790	21.19	49375	30.07
1989	1669.7	95.3	83.5	1212.8	27.1	0.1	1.95	13.97	40.3	12	.0	1600.0	0	31975	19.15	45380	27.18
1988	1643.9	95.7	84.7	1272.1	26.7	0.1	1.95	13.97	40.3	12	.0	1600.0	0	29605	18.01	42020	25.56
1987	1628.2	95.6	84.1	1181.8	29.9	0.2	1.95	13.97	40.3	12	.0	1600.0	0	28140	17.28	39945	24.53
1986	1639.1	95.0	82.5	1066.2	34.7	0.3	1.50	13.97	22.4	12	.0	1600.0	0	26800	16.35	38045	23.21
METROPOLITAN/REGIONAL/STATE																	
BOSTON MAGAZINE																	
1990	125.2	99.7	81.5	93.7	41.7	0.0	2.50	15.00	50.0	12	5.1	124.0	5	5950	47.52	8505	67.93
1989	125.7	99.7	79.2	95.9	39.7	0.0	2.50	15.00	50.0	12	.5	124.0	4	5665	45.07	8100	64.44
1988#	127.8	99.6	78.4	113.6	38.8	2.2	2.50	15.00	50.0	12	2.8	124.0	0	5245	41.04	7500	58.69
1987#	128.2	99.6	77.6	90.6	38.9	0.7	1.95	15.00	35.9	12	.2	121.0	0	4770	37.21	6820	53.20
1986#	129.1	96.6	78.6	103.3	36.7	0.0	1.95	15.00	35.9	12	.0	118.0	0	4335	33.58	6200	48.02
CALIFORNIA MAGAZINE																	
1990	355.7	99.4	97.4	405.1	6.3	0.0	2.00	12.00	50.0	12	14.9	350.0	0	14725	41.40	19635	55.20
1989	367.2	99.4	96.4	372.6	19.7	0.0	2.00	12.00	50.0	12	5.1	350.0	0	13765	37.49	18350	49.97
1988	359.7	99.4	96.5	427.5	3.2	0.0	2.00	12.00	50.0	12	8.4	350.0	0	12865	35.77	17150	47.68
1987	358.9	99.3	95.9	413.5	4.2	0.0	2.00	12.00	50.0	12	4.1	350.0	0	10830	30.18	16335	45.51
1986	342.2	99.3	95.0	439.2	8.4	0.0	2.00	12.00	50.0	12	1.2	350.0	0	10830	31.65	16335	47.74

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METROPOLITAN/REGIONAL/STATE (cont.)																	
LOS ANGELES MAGAZINE																	
1990	172.1	99.3	73.6	132.0	18.8	0.3	2.50	19.00	36.7	12	5.5	172.0	4	6855	39.83	10210	59.33
1989	173.4	99.1	71.9	138.2	22.2	0.0	2.50	19.00	36.7	12	4.6	172.0	5	6405	36.94	9540	55.02
1988	173.5	99.3	73.6	147.1	22.3	0.0	2.50	19.00	36.7	12	4.1	172.0	5	5875	33.86	8750	50.43
1987#	171.8	99.2	74.0	104.7	34.5	0.0	2.50	19.00	36.7	12	4.0	170.0	5	5875	34.20	8750	50.93
1986#	171.8	99.2	74.6	128.4	37.3	0.0	2.25	19.00	29.6	12	1.5	170.0	3	5430	31.61	8085	47.06
SAN FRANCISCO FOCUS																	
1990	183.4	100.0	97.7	321.9	100.0	0.0	2.50	12.00	60.0	12	.0	175.0	0	5605	30.56	7595	41.41
1989	191.3	100.0	97.5	322.8	100.0	0.0	2.50	12.00	60.0	12	.0	175.0	0	5240	27.39	7100	37.11
1988	187.2	100.0	97.1	253.9	100.0	0.0	2.50	5.00	83.3	12	1.7	175.0	0	4765	25.45	6455	34.48
1987#	202.7	100.0	97.3	255.5	100.0	0.0	2.50	5.00	83.3	12	9.9	200.0	3	4455	21.98	6035	29.77
1986#	194.0	100.0	96.8	295.9	100.0	0.0	1.95	5.00	78.6	12	11.1	185.0	0	4085	21.06	5535	28.53
TEXAS MONTHLY																	
1990	305.6	99.6	89.0	247.7	18.9	0.0	2.50	18.00	40.0	12	.1	300.0	1	11545	37.78	17720	57.98
1989	301.9	99.6	87.1	279.8	23.5	0.0	1.95	18.00	23.1	12	.5	300.0	4	10995	36.42	16875	55.90
1988	304.2	99.6	85.6	269.6	23.1	0.0	1.95	18.00	23.1	12	.3	295.0	2	9840	32.35	15085	49.59
1987	310.6	99.5	85.0	228.0	26.6	0.1	95	18.00	23.1	12	.0	295.0	1	9325	30.02	14300	46.04
1986	286.3	99.6	84.1	251.3	27.9	0.(	0	18.00	25.0	12	5.6	280.0	5	8490	29.65	13020	45.48
MOTORCYCLE																	
CYCLE WORLD																	
1990	249.6	90.8	70.7	200.7	14.0	0.0	2.25	17.94	33.6	12	.0	240.0	2	9555	38.28	14330	57.41
1989	243.0	91.3	71.3	195.7	14.1	0.0	2.00	15.94	33.6	12	.0	240.0	3	8930	36.75	13395	55.12
1988	275.9	90.4	72.2	175.9	13.3	1.3	2.00	15.94	33.6	12	18.9	285.0	10	10290	37.30	15440	55.96
1987#	285.3	90.6	71.4	173.1	17.0	0.4	1.75	13.94	33.6	12	24.1	285.0	12	10290	36.07	15440	54.12
1986#	313.6	91.2	72.3	169.1	18.8	7.5	1.75	13.94	33.6	12	22.4	325.0	8	10290	32.81	15440	49.23
MUSIC																	
ROLLING STONE																	
1990#	1202.1	93.9	76.3	949.5	11.0	0.1	2.50	25.95	56.8	24	.0	1200.0	0	32305	26.87	43040	35.80
1989	1204.9	93.9	76.6	924.3	4.8	0.3	2.50	25.95	56.8	24	.0	N.C.	N.A.	28090	23.31	40035	33.23
1988#	1225.1	94.6	77.3	1084.2	8.6	2.7	2.50	25.95	56.8	24	.0	1350.0	0	26250	21.43	37415	30.54
1987#	1123.8	94.7	74.2	1049.0	10.1	9.0	1.95	23.95	48.8	24	.0	1250.0	0	22825	20.31	33405	29.73
1986#	1068.5	94.4	74.1	879.9	11.6	1.9	1.95	23.95	48.8	24	.0	1250.0	0	20980	19.64	30705	28.74
SPIN*																	
1990	254.3	91.4	56.4	172.4	51.2	2.4	2.95	18.00	1.7-	6	6.9	225.0	1	7650	30.08	10930	42.98
1989																	
1988																	
1987																	
1986																	

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NATURE & ECOLOGY																	
SIERRA																	
1990	460.6	97.8	98.3	491.9	98.9	0.0	2.95	7.50	57.6	6	.0	415.0	0	8705	18.90	12765	27.71
1989	406.4	97.6	98.0	429.7	99.9	19.1	2.50	7.50	50.0	6	.0	375.0	0	7570	18.63	11100	27.31
1988	366.2	98.1	98.2	395.7	100.0	17.5	2.50	15.00	0.0	6	.0	350.0	1	6580	17.97	9650	26.35
1987	331.7	98.2	97.7	339.4	98.7	13.0	2.50	12.00	20.0	6	3.9	320.0	0	6015	18.13	8825	26.61
1986	306.8	98.2	97.5	261.0	100.0	0.6	2.50	12.00	20.0	6	14.5	290.0	0	6015	19.61	8825	28.76
NEWS-WEEKLIES																	
JET																	
1990	950.4	98.0	83.6	987.0	54.3	0.0	1.25	36.00	43.5	51	31.2	850.0	5	12584	13.24	17544	18.46
1989	876.0	97.9	80.7	1161.4	54.7	0.0	1.25	36.00	43.5	51	23.5	850.0	16	11985	13.68	16709	19.07
1988	851.2	98.1	82.2	1128.6	54.2	0.0	1.25	36.00	43.5	51	34.8	850.0	23	10895	12.80	15190	17.85
1987	833.6	97.9	81.4	1042.7	59.5	0.0	1.25	36.00	43.5	51	69.5	850.0	23	10875	13.05	15190	18.22
1986	810.9	97.5	82.1	902.0	58.2	0.0	1.25	36.00	44.6	52	124.9	800.0	16	9905	12.21	13810	17.03
NEWSWEEK																	
1990	3219.6	96.5	94.4	3413.5	17.9	27.9	2.50	41.87	68.4	53	19.1	3100.0	0	63140	19.61	100980	31.36
1989	3234.2	95.9	94.7	3246.7	16.2	22.4	2.00	41.08	60.5	52	11.2	3100.0	0	59850	18.51	95715	29.59
1988	3271.4	95.4	94.4	3397.8	7.6	31.1	2.00	41.08	60.5	52	2.7	3100.0	0	57495	17.58	91945	28.11
1987	3189.6	95.0	94.3	3512.7	9.4	26.0	2.00	41.00	60.6	52	23.5	3050.0	0	54095	16.96	86500	27.12
1986	3077.5	94.7	93.9	3518.4	31.7	32.9	2.00	41.00	60.6	52	97.4	3050.0	18	54095	17.58	84390	27.42
NEW YORK MAGAZINE																	
1990	436.8	99.0	91.4	478.4	31.0	6.8	2.25	39.00	66.0	51	.0	415.0	0	16570	37.93	26080	59.71
1989	429.7	99.1	91.0	459.2	39.9	6.9	1.95	37.00	62.1	50	.0	415.0	0	15340	35.70	24150	56.20
1988	429.1	99.1	90.9	447.4	37.1	5.6	1.95	37.00	62.1	50	.0	415.0	0	14200	33.09	22360	52.11
1987	429.9	99.2	90.6	460.0	37.2	6.9	1.95	35.00	64.1	50	.0	415.0	0	13400	31.17	21090	49.06
1986	427.9	99.2	90.3	425.3	44.2	7.9	1.95	33.00	66.2	50	.0	415.0	3	12640	29.54	19900	46.51
PEOPLE WEEKLY																	
1990#	3193.0	93.1	46.4	2237.6	56.4	0.1	1.95	75.06	26.0	52	12.9	3150.0	16	64750	20.28	83460	26.14
1989	3307.2	93.9	46.4	2033.7	58.7	0.0	1.95	67.08	33.8	52	7.0	3000.0	2	58560	17.71	75485	22.82
1988	3314.3	94.1	45.2	1930.5	54.6	0.7	1.69	61.88	28.2	51	5.8	2950.0	4	54325	16.39	70025	21.13
1987#	3101.6	94.6	44.5	1980.8	60.1	0.0	1.69	58.50	33.4	52	27.6	2900.0	13	50820	16.39	65505	21.12
1986#	2940.5	94.2	42.9	1690.0	51.3	0.0	1.50	56.50	26.1	51	21.5	2850.0	24	47595	16.19	61345	20.86
THE SPORTING NEWS																	
1990#	711.3	97.3	94.8	1033.2	34.8	7.6	2.50	66.92	51.3	55	24.5	625.0	16	15990	22.48	20140	28.31
1989	720.0	97.5	94.2	852.4	16.9	0.0	2.25	66.92	45.9	55	30.3	725.0	26	15520	21.56	19550	27.15
1988	737.3	97.6	94.6	1202.8	11.2	2.0	2.25	59.95	52.4	56	8.7	725.0	4	15520	21.05	19550	26.52
1987#	736.4	97.5	94.0	997.3	16.5	2.0	2.25	59.95	50.7	54	2.9	725.0	1	14080	19.12	17730	24.08
1986#	719.6	97.1	92.7	1038.0	8.9	0.0	1.95	54.85	48.9	55	1.9	711.0	1	13282	18.46	16728	23.25

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NEWS-WEEKLIES (cont.)																	
SPORTS ILLUSTRATED																	
1990	3361.1	95.0	96.0	4642.5	76.5	57.2	2.75	69.66	52.2	53	19.5	3150.0	1	73255	21.79	113220	33.69
1989	3601.2	94.5	95.6	5477.9	76.3	53.2	2.69	64.26	54.9	53	26.7	3150.0	0	67515	18.75	105320	29.25
1988	3382.2	94.2	95.5	5084.5	72.0	46.2	2.25	64.26	47.1	54	14.2	3000.0	0	65230	19.29	101760	30.09
1987	3152.3	94.5	95.5	4463.8	69.7	46.0	2.25	64.26	47.1	54	16.1	2975.0	0	57350	18.19	89470	28.38
1986	2888.6	95.0	95.5	4233.1	64.2	42.7	2.25	58.86	50.6	53	33.1	2800.0	4	53750	18.61	83850	29.03
TIME-THE WEEKLY NEWSMAGAZINE																	
1990	4173.7	98.7	95.2	5707.4	21.3	41.7	2.50	58.24	56.9	54	32.9	4000.0	0	77010	18.45	75100	17.99
1989	4366.1	98.7	95.0	5550.6	29.3	49.2	2.00	58.24	44.0	52	146.2	4300.0	10	77010	17.64	120130	27.51
1988	4693.2	98.6	95.2	7473.1	44.7	65.2	2.00	58.24	44.0	52	91.2	4600.0	5	77010	16.41	120130	25.60
1987	4690.8	98.6	94.9	6974.4	18.7	66.8	2.00	58.24	44.0	52	102.1	4600.0	8	77010	16.42	120130	25.61
1986	4776.3	98.6	95.3	7378.2	20.6	60.5	1.95	58.24	42.6	52	77.9	4600.0	9	73695	15.43	114955	24.07
TV GUIDE																	
1990	15720.7	99.7	55.9	11330.0	37.9	3.5	0.75	37.44	4.0	52	.0	15800.0	34	95900	6.10	112900	7.18
1989	16090.0	99.6	54.8	11426.8	38.2	3.9	0.75	37.44	4.0	52	.0	15800.0	16	95900	5.96	112900	7.02
1988	16604.3	99.6	54.1	11225.0	40.8	3.7	0.75	37.44	5.8	53	.0	16400.0	27	88900	5.35	104600	6.30
1987#	17125.6	99.6	51.7	12633.1	38.9	3.6	0.60	29.90	4.2	52	.0	16400.0	0	84600	4.94	99750	5.82
1986#	16837.5	99.6	49.8	11297.5	41.6	3.7	0.60	29.90	4.2	52	.0	16400.0	23	81300	4.83	95900	5.70
U.S. NEWS & WORLD REPORT																	
1990	2315.5	97.5	96.8	2722.2	40.4	32.7	1.95	39.75	60.0	51	.0	2150.0	0	44975	19.42	67120	28.99
1989	2256.7	97.9	97.1	2793.7	75.4	37.3	1.95	39.75	59.2	50	21.0	2150.0	0	42150	18.68	62905	27.87
1988	2333.1	97.5	97.4	2892.9	78.5	41.2	1.95	39.75	59.2	50	.0	2050.0	0	40180	17.22	59965	25.70
1987	2290.5	97.6	97.4	2632.7	75.4	38.1	1.95	34.50	65.3	51	.0	2050.0	0	36400	15.89	55300	24.14
1986	2300.1	97.6	97.6	2513.6	74.5	28.4	1.95	34.50	65.3	51	1.7	2050.0	0	35000	15.22	55300	24.04
PHOTOGRAPHY																	
AMERICAN PHOTO																	
1990	262.8	92.7	83.8	231.2	9.3	0.0	3.50	17.90	14.8	6	1.7	250.0	0	11300	43.00	18000	68.49
1989	240.4	94.3	89.8	245.5	13.3	0.0	2.50	17.90	40.3	12	9.0	250.0	7	10460	43.51	16620	69.13
1988	244.6	94.0	89.4	206.0	14.5	0.3	2.50	17.90	40.3	12	2.9	250.0	9	9965	40.74	15825	64.70
1987#	252.4	93.8	85.8	253.2	14.5	1.7	2.50	17.90	40.3	12	4.2	250.0	2	9400	37.24	14930	59.15
1986#	253.1	94.2	86.5	214.6	18.4	0.2	2.50	19.90	33.7	12	14.5	250.0	0	9400	37.14	14930	58.99
POPULAR PHOTOGRAPHY																	
1990	956.4	94.2	91.8	622.2	10.7	0.8	2.50	11.97	60.1	12	.0	950.0	7	44880	46.93	57920	60.56
1989#	826.4	94.9	91.6	625.4	10.7	0.0	2.50	11.97	60.1	12	32.2	950.0	3	44880	54.31	57920	70.09
1988#	729.4	94.8	89.9	549.3	10.5	2.5	2.50	11.97	60.1	12	7.6	725.0	3	31070	42.60	40885	56.05
1987#	745.7	95.1	89.5	514.9	16.0	6.3	2.25	11.97	55.7	12	8.6	750.0	5	31070	41.67	40885	54.83
1986	850.1	95.7	89.4	586.0	13.3	4.0	1.95	11.97	48.8	12	4.3	865.0	9	33770	39.72	44440	52.28

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SCIENCE/TECHNOLOGY																	
DISCOVER																	
1990	1108.6	91.3	84.0	1334.4	16.1	0.0	2.95	27.00	23.7	12	.0	1100.0	0	20585	18.57	29860	26.93
1989#	1040.1	91.0	82.6	819.2	26.6	17.1	2.95	27.00	23.7	12	.0	1050.0	0	17745	17.06	25740	24.75
1988#	1018.4	87.5	82.4	1004.7	34.3	8.0	2.50	27.00	10.0	12	.0	1000.0	0	16130	15.84	23400	22.98
1987	1189.7	88.9	84.9	781.8	30.6	11.1	2.50	27.00	10.0	12	2.4	925.0	0	13655	11.48	19810	16.65
1986	1103.2	92.3	85.4	971.9	60.3	35.8	2.50	24.00	20.0	12	5.6	850.0	2	11840	10.73	17175	15.57
NATURAL HISTORY																	
1990	519.6	96.8	98.8	395.6	0.0	6.3	2.50	22.00	26.7	12	.0	510.0	0	11260	21.67	16470	31.70
1989#	514.5	97.0	98.4	389.1	100.0	5.6	2.50	22.00	26.7	12	.0	510.0	0	10730	20.86	15695	30.51
1988#	520.1	97.0	98.2	451.0	100.0	5.6	2.50	22.00	26.7	12	.0	505.0	0	10225	19.66	14955	28.75
1987#	515.5	97.7	98.8	423.6	88.3	7.1	2.50	20.00	33.3	12	.0	500.0	0	9745	18.90	14250	27.64
1986#	502.9	97.6	98.9	433.0	105.1	5.1	2.50	20.00	33.3	12	.0	495.0	0	9200	18.29	13450	26.74
OMNI																	
1990#	881.8	87.6	77.5	751.9	29.2	2.4	3.50	24.00	42.9	12	33.5	750.0	6	21730	24.64	30165	34.21
1989	913.9	87.8	74.3	720.2	29.9	3.6	3.50	24.00	42.9	12	23.3	925.0	4	26800	29.32	37205	40.71
1988#	931.5	87.2	71.4	728.0	37.7	5.0	3.50	24.00	42.9	12	16.7	900.0	3	22350	23.99	31030	33.31
1987	912.5	89.2	67.5	761.0	36.2	3.0	3.00	24.00	33.3	12	10.2	880.0	2	20790	22.78	28865	31.63
1986	856.5	89.4	67.1	595.6	51.0	7.5	3.00	24.00	33.3	12	20.7	855.0	3	19235	22.46	26710	31.19
POPULAR SCIENCE																	
1990	1814.0	93.9	88.5	1391.5	9.7	1.5	2.00	13.94	41.9	12	15.7	1800.0	0	29785	16.42	42250	23.29
1989	1822.3	93.8	88.1	1288.8	9.5	0.9	1.95	13.94	40.4	12	23.3	1800.0	0	28100	15.42	39850	21.87
1988	1837.9	93.4	87.9	1250.3	8.2	1.3	1.95	13.94	40.4	12	.0	1800.0	0	26760	14.56	37950	20.65
1987	1850.7	93.3	88.1	1365.4	10.4	1.9	1.75	13.94	33.6	12	.0	1800.0	0	25245	13.64	35800	19.34
1986	1846.0	93.2	88.0	1461.6	13.9	1.2	1.75	13.94	33.6	12	.0	1800.0	0	24040	13.02	34095	18.47
SCIENCE																	
1990	153.5	89.6	100.0	181.5	87.6	0.0	3.50	48.00	73.1	51	2.1	150.0	0	5200	33.88	6420	41.82
1989	152.9	90.0	100.0	171.9	100.0	0.0	3.50	88.00	3.3	26	.0	150.0	8	4960	32.44	6180	40.42
1988	153.3	89.9	100.0	156.4	100.0	0.0	2.50	70.00	46.2	52	.0	150.0	0	4720	30.79	5780	37.70
1987	153.0	90.2	100.0	165.2	100.0	0.0	2.50	65.00	49.0	51	.0	150.0	0	4410	28.82	5400	35.29
1986	152.0	90.5	100.0	154.6	100.0	0.0	2.50	65.00	48.0	50	.0	150.0	0	4200	27.63	5190	34.14
SCIENCE NEWS																	
1990	233.1	97.0	100.0	328.2	40.9	4.7	1.00	34.50	32.4	51	4.5	200.0	0	4700	20.16	6581	28.23
1989	225.6	97.7	99.8	337.8	37.9	2.7	1.00	34.50	32.4	51	4.3	185.0	0	4088	18.12	5723	25.37
1988	207.5	97.1	100.0	332.6	35.9	0.8	1.00	34.50	33.7	52	4.2	150.0	0	3750	18.07	5250	25.30
1987	153.0	97.0	100.0	165.2	100.0	0.0	2.50	32.50	74.5	51	.0	150.0	0	3750	24.51	5250	34.31
1986	152.0	96.9	14.0	154.6	54.0	0.0	2.50	32.50	74.5	51	.0	150.0	0	4410	29.01	5400	35.53
SCIENTIFIC AMERICAN*																	
1990	640.2	76.1	77.5	477.5	27.2	37.1	3.95	36.00	24.1	12	.0	600.0	0	18600	29.05	27900	43.58
1989	648.7	76.1	77.7	463.3	56.2	41.4	2.95	27.00	23.7	12	.0	600.0	0	17400	26.82	26100	40.23
1988	636.1	76.9	77.0	496.4	51.6	52.8	2.95	24.00	32.2	12	12.1	600.0	0	16300	25.62	24450	38.44
1987	609.2	77.7	77.7	443.5	76.3	67.7	2.50	24.00	20.0	12	28.3	600.0	6	15300	25.11	22950	37.67
1986																	

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SCIENCE/TECHNOLOGY (cont.)																	
SPECTRUM MAGAZINE																	
1990	288.8	74.7	100.0	292.8	98.9	0.0	15.00	9.00	95.0	12	.0	N.C.	N.A.	10195	35.30	11195	38.76
1989	285.2	76.0	100.0	281.1	100.0	0.0	0.00	7.50	0.0	12	.3	N.C.	N.A.	9450	33.13	10450	36.64
1988	276.0	77.4	100.0	288.4	100.0	0.0	0.00	7.50	0.0	12	.3	N.C.	N.A.	8750	31.70	9550	34.60
1987	265.4	78.8	100.0	285.2	100.0	0.0	0.00	7.50	0.0	12	.7	280.0	11	8495	32.01	9295	35.02
1986	254.2	79.7	100.0	276.2	100.0	0.0	0.00	7.50	0.0	12	1.3	270.0	12	7725	30.39	8525	33.54
SPORTS																	
BICYCLING																	
1990	380.5	89.7	73.8	283.6	22.7	73.4	2.95	17.97	39.1	10	.0	340.0	0	10480	27.54	14150	37.19
1989	329.5	90.5	72.0	268.0	41.0	62.5	2.95	17.97	39.1	10	.0	300.0	0	8960	27.19	12095	36.71
1988	308.3	90.4	68.2	229.4	42.7	65.6	2.50	15.97	36.1	10	.0	255.0	0	7345	23.82	9915	32.16
1987	271.5	90.5	66.9	217.4	58.4	65.8	2.50	15.97	36.1	10	.0	250.0	0	6740	24.83	9100	33.52
1986	256.6	90.9	70.7	182.3	49.7	73.1	2.50	15.97	36.1	10	9.8	250.0	2	6420	25.02	8665	33.77
GOLF DIGEST																	
1990	1357.3	92.5	89.7	1014.5	33.0	5.0	2.95	23.94	32.4	12	.0	1350.0	0	39440	29.06	59160	43.59
1989#	1353.7	92.3	89.5	1105.6	25.6	3.5	2.50	23.94	20.2	12	.0	1350.0	0	35940	26.55	53910	39.82
1988	1322.3	92.6	89.9	1224.9	25.6	0.0	2.50	19.94	33.5	12	.0	1300.0	0	32750	24.77	49130	37.15
1987	1243.4	92.5	90.0	1114.6	28.6	0.0	1.95	19.94	14.8	12	.0	1225.0	0	29400	23.64	44100	35.47
1986	1229.6	92.6	91.3	1034.5	29.8	0.8	1.95	19.94	14.8	12	.0	1225.0	0	28000	22.77	42000	34.16
GOLF ILLUSTRATED*																	
1990	468.4	95.2	93.0	646.4	13.2	0.0	1.95	15.00	23.1	10	.0	450.0	0	10365	23.20	16290	34.78
1989	435.1	96.6	92.0	663.3	10.5	0.0	1.95	15.00	23.1	10	4.4	450.0	0	9875	22.70	14810	34.04
1988#	353.6	96.0	91.3	818.4	2.5	0.0	1.95	15.00	23.1	10	.0	350.0	0	6000	16.97	9000	25.45
1987#	252.7	96.6	87.3	563.5	2.3	0.0	1.95	15.00	23.1	10	0	250.0	0	4000	15.83	6000	23.74
1986																	
GOLF MAGAZINE																	
1990	1074.2	93.2	88.9	984.4	8.6	21.1	2.95	19.94	43.7	12	.0	1050.0	0	28130	26.19	42225	39.31
1989	1023.5	93.2	88.7	827.9	4.9	20.3	2.50	15.94	46.9	12	.0	1000.0	0	25340	24.76	38030	37.16
1988#	938.5	92.3	88.0	707.7	4.9	21.5	2.50	15.94	46.9	12	.0	900.0	0	23140	24.66	34730	37.01
1987#	895.5	93.2	88.1	713.5	6.3	9.8	1.95	15.94	31.9	12	.0	850.0	0	20615	23.02	30940	34.55
1986#	846.2	92.7	89.1	655.4	8.3	7.9	1.95	15.94	31.9	12	.0	825.0	0	19060	22.52	28605	33.80
INSIDE SPORTS																	
1990	659.9	94.3	69.6	553.8	17.3	0.0	2.50	18.00	40.0	12	.0	625.0	1	12885	19.53	19230	29.14
1989	587.8	94.1	68.1	445.3	9.9	0.0	2.50	18.00	40.0	12	.0	500.0	0	9715	16.53	14500	24.67
1988#	534.8	93.1	62.5	442.6	6.9	0.0	2.50	18.00	40.0	12	.0	500.0	2	7370	13.78	11000	20.57
1987	458.4	92.8	57.1	306.6	22.3	0.0	2.25	18.00	33.3	12	.0	425.0	1	5980	13.05	8925	19.47
1986#	402.7	92.7	54.0	261.2	23.3	0.0	2.25	18.00	33.3	12	.0	400.0	5	5160	12.81	7700	19.12

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SPORTS (cont.)

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OUTSIDE																	
1990	325.1	93.2	79.7	277.5	19.4	27.0	2.95	18.00	49.2	12	.0	325.0	3	12300	37.83	17775	54.68
1989	302.6	93.6	79.1	233.5	15.3	28.2	2.95	18.00	49.2	12	6.3	300.0	3	10790	35.66	15590	51.52
1988#	281.3	93.2	77.1	219.8	19.2	21.9	2.50	18.00	40.0	12	4.4	300.0	8	9360	33.27	13520	48.06
1987#	270.2	93.3	76.9	202.2	19.8	20.9	1.95	18.00	23.1	12	.0	275.0	1	9360	34.64	13520	50.04
1986	246.5	93.4	73.6	202.1	16.2	22.9	1.95	18.00	23.1	12	1.1	240.0	0	8180	33.18	11890	48.24
RUNNER'S WORLD																	
1990	442.9	91.6	84.4	382.4	2.6	85.5	2.95	24.00	32.2	12	.0	425.0	0	15760	35.58	23485	53.03
1989	431.2	91.5	83.5	380.7	4.1	82.1	2.95	24.00	32.2	12	.0	425.0	0	14865	34.47	22190	51.46
1988	442.1	92.1	82.2	333.6	22.5	78.0	2.95	24.00	32.2	12	.0	425.0	0	14155	32.02	21130	47.79
1987	398.3	90.0	79.7	314.0	39.5	73.3	2.50	19.95	33.5	12	.0	420.0	1	13325	33.45	19890	49.94
1986	290.3	90.0	75.3	239.2	73.8	42.6	2.50	19.95	33.5	12	16.8	275.0	7	8725	30.06	13090	45.09
SKIING MAGAZINE																	
1990	441.9	95.1	81.7	236.8	58.9	19.2	2.00	11.94	14.7	7	28.4	440.0	0	18435	41.72	25350	57.37
1989	444.4	94.0	80.3	252.5	39.1	19.3	1.95	11.94	12.5	7	5.7	440.0	1	18070	40.66	24850	55.92
1988	450.7	93.9	79.5	271.8	27.4	16.2	1.95	11.94	12.5	7	2.7	440.0	1	18245	40.48	24780	54.98
1987	449.3	93.4	78.9	235.4	27.4	13.2	1.95	11.94	12.5	7	.0	440.0	1	17215	38.32	23380	52.04
1986	451.9	94.5	80.2	249.4	28.5	10.2	1.95	9.98	26.9	7	.0	440.0	1	16875	37.34	22920	50.72
SKI MAGAZINE																	
1990	448.1	93.9	83.8	288.2	14.9	2.4	1.95	11.94	23.5	8	22.9	450.0	0	18320	40.88	25190	56.22
1989	456.1	92.6	82.3	304.1	4.6	3.5	1.95	11.94	23.5	8	10.4	N.C.	N.A.	17200	37.71	23650	51.85
1988#	456.5	92.4	81.5	309.3	3.6	18.4	1.95	9.94	36.3	8	6.1	450.0	1	16240	35.58	22290	48.83
1987	452.4	92.0	80.4	306.1	7.4	5.7	1.75	9.94	29.0	8	.0	450.0	0	15320	33.86	21030	46.49
1986#	434.1	91.4	80.8	327.8	7.8	3.0	1.75	9.94	29.0	8	4.1	450.0	0	13765	31.71	18895	43.53
SKIN DIVER MAGAZINE																	
1990	220.1	90.0	80.8	157.4	18.4	6.6	2.95	19.94	43.7	12	.0	200.0	0	7500	34.08	12000	54.52
1989	217.1	90.4	80.1	165.0	18.5	10.6	2.95	19.94	43.7	12	.0	200.0	0	7150	32.93	11440	52.69
1988	216.9	91.1	81.1	164.4	16.8	7.3	2.95	19.94	43.7	12	.0	200.0	0	6700	30.89	10720	49.42
1987	223.3	91.0	82.2	168.8	13.2	8.2	2.95	19.94	43.7	12	.0	200.0	0	6300	28.21	10080	45.14
1986	215.4	91.4	84.4	178.5	14.7	15.1	2.50	15.94	46.9	12	.0	200.0	0	5900	27.39	9440	43.83
SPORT																	
1990	933.5	93.9	83.9	538.2	48.6	1.9	2.75	17.94	45.6	12	.0	850.0	0	17850	19.12	26775	28.68
1989	978.0	94.2	85.0	572.4	57.3	6.0	2.50	17.94	40.2	12	.0	850.0	0	17000	17.38	25500	26.07
1988	939.2	95.0	86.4	707.9	54.3	3.3	2.25	12.00	55.6	12	.0	930.0	2	18500	19.70	27400	29.17
1987	931.0	95.3	82.8	531.0	47.2	10.7	2.00	12.00	50.0	12	57.4	930.0	4	17600	18.90	25600	27.50
1986	934.4	95.1	83.2	533.7	54.2	5.8	2.00	12.00	50.0	12	44.8	930.0	3	16600	17.77	24200	25.90

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SPORTS (cont.)																	
TENNIS																	
1990	761.0	94.5	93.0	595.4	10.4	0.0	1.95	17.94	23.3	12	.0	750.0	0	23250	30.55	34870	45.82
1989#	569.5	93.6	90.7	643.9	61.8	0.0	1.95	17.94	23.3	12	.0	525.0	2	15560	27.32	23340	40.98
1988	532.8	92.8	91.2	364.0	32.9	0.1	1.75	17.94	14.6	12	.3	525.0	0	14470	27.16	21710	40.75
1987	519.9	93.0	91.0	349.2	24.7	0.1	1.75	17.94	14.6	12	.0	525.0	0	13715	26.38	20570	39.57
1986	509.3	92.2	91.0	392.9	31.4	1.5	1.75	17.94	14.6	12	.0	500.0	0	12380	24.31	18570	36.46
WORLD TENNIS																	
1990	512.1	95.8	93.5	297.0	64.2	0.0	1.95	15.94	31.9	12	.0	500.0	0	15285	29.85	22895	44.71
1989	518.0	96.3	94.2	452.6	71.4	0.0	1.75	15.94	24.1	12	.0	500.0	0	14285	27.58	21395	41.30
1988#	430.6	96.1	93.9	515.0	68.2	0.0	1.75	15.94	24.1	12	.0	425.0	0	14285	33.17	21395	49.69
1987	385.9	94.5	93.5	426.7	66.8	0.0	1.75	15.94	24.1	12	10.0	375.0	0	9680	25.08	14500	37.57
1986#	376.5	95.4	92.0	399.1	1.5	0.0	1.75	15.94	24.1	12	11.4	375.0	0	9680	25.71	14500	38.51
TRAVEL																	
CONDE NAST TRAVELER																	
1990	742.0	96.9	96.0	794.6	49.5	3.8	2.50	15.00	50.0	12	.0	600.0	0	18630	25.11	27620	37.22
1989#	720.1	97.0	96.0	918.2	52.2	10.6	2.50	15.00	50.0	12	.0	600.0	0	17250	23.96	25570	35.51
1988	817.9	97.1	95.8	958.0	74.4	0.0	2.50	15.00	50.0	12	.0	550.0	0	14500	17.73	21500	26.29
1987	802.6	97.4	98.2	1196.8	63.2	0.0	2.50	15.00	50.0	12	15.1	550.0	4	14500	18.07	21500	26.79
1986	787.3	96.7	100.0	986.6	41.8	0.0	2.50	19.95	33.5	12	23.5	840.0	12	13490	17.13	16500	20.96
ENDLESS VACATION																	
1990	770.9	94.1	100.0	517.1	75.7	0.2	0.00	59.00	0.0	8	.0	700.0	0	11930	15.48	15680	20.34
1989	699.1	94.6	99.7	473.4	100.0	0.0	3.95	59.00	113.4-	7	.0	675.0	2	9500	13.59	12500	17.88
1988	608.9	95.7	99.7	456.2	100.0	0.0	4.00	57.00	137.5-	6	.0	575.0	1	7220	11.86	9820	16.13
1987	536.3	95.7	99.1	373.1	100.0	0.0	4.00	55.00	129.2-	6	.0	575.0	3	7220	13.46	9820	18.31
1986	467.0	96.1	100.0	291.0	60.2	0.0	4.00	55.00	96.4-	7	.0	500.0	5	5775	12.37	7695	16.48
EUROPEAN TRAVEL & LIFE																	
1990#	379.1	91.9	87.6	370.1	11.0	0.0	2.95	24.00	18.6	10	.0	410.0	8	21315	56.23	25790	68.03
1989	342.1	92.7	85.6	423.3	7.9	0.0	2.95	24.00	18.6	10	.0	360.0	8	17230	50.37	20850	60.95
1988	288.0	94.0	83.5	307.5	9.5	0.0	2.50	24.00	4.0	10	.0	330.0	9	14600	50.69	17670	61.35
1987#	193.9	93.6	78.5	245.1	2.8	0.0	2.50	24.00	4.0	10	1.6	200.0	0	8850	45.64	10710	55.23
1986	135.4	93.7	75.7	115.7	3.2	0.0	3.95	24.00	1.3-	6	.0	125.0	1	5265	38.88	6375	47.08
MICHIGAN LIVING																	
1990	1026.0	100.0	100.0	1058.7	99.8	0.0	1.00	4.50	62.5	12	10.1	N.C.	N.A.	10229	9.97	12417	12.10
1989	1026.5	100.0	100.0	1035.9	100.0	0.0	1.00	9.00	25.0	12	.0	N.C.	N.A.	8935	8.70	10846	10.57
1988	1020.2	100.0	100.0	1045.3	100.0	0.0	1.00	3.00	75.0	12	.0	N.C.	N.A.	8935	8.76	10846	10.63
1987	969.9	100.0	100.0	1031.8	100.0	0.0	1.00	3.00	75.0	12	.0	N.C.	N.A.	8123	8.38	9923	10.23
1986	871.8	100.0	100.0	945.3	100.0	0.0	1.00	3.00	75.0	12	.2	N.C.	N.A.	7385	8.47	8860	10.16

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TRAVEL (cont.)																	
MOTORLAND																	
1990#	1929.9	99.9	98.5	2038.6	100.0	0.0	0.50	3.00	0.0	6	5.0	1900.0	0	14550	7.54	18450	9.56
1989	1851.0	100.0	100.0	1905.6	100.0	0.0	0.50	3.00	0.0	6	10.0	1850.0	0	14000	7.56	17750	9.59
1988#	1798.4	99.9	100.0	1851.5	100.0	0.0	0.50	3.00	0.0	6	9.0	1775.0	0	13200	7.34	16750	9.31
1987	1739.6	100.0	100.0	1814.9	100.0	0.0	0.50	3.00	0.0	6	8.5	N.C.	N.A.	12700	7.30	16100	9.26
1986	1671.5	100.0	100.0	1737.7	100.0	0.0	0.50	3.00	0.0	6	8.2	N.C.	N.A.	12100	7.24	15350	9.18
TRAVEL & LEISURE																	
1990	1117.6	95.9	98.6	1696.8	83.6	0.5	3.00	30.00	16.7	12	.0	1100.0	0	28570	25.56	39710	35.53
1989	1113.3	95.8	98.6	1598.3	84.0	0.9	3.00	30.00	16.7	12	3.4	1100.0	0	26905	24.17	36195	32.51
1988	1117.6	96.2	98.7	1473.5	98.0	0.4	3.00	29.00	19.4	12	.3	1100.0	0	24570	21.98	33055	29.58
1987	1119.7	95.6	98.7	1535.3	98.1	0.6	3.00	28.00	22.2	12	.0	1100.0	0	23400	20.90	31480	28.11
1986	1086.9	93.1	98.7	1642.7	98.8	1.6	2.95	24.00	32.2	12	.0	1100.0	1	22285	20.50	29980	27.58
TRAVEL-HOLIDAY*																	
1990	579.1	97.7	99.2	716.2	63.3	0.3	2.50	10.97	63.4	12	.0	550.0	2	11530	19.91	15790	27.27
1989	721.2	97.7	99.1	692.8	22.0	18.1	2.50	10.97	63.4	12	93.0	750.0	6	12610	17.48	17280	23.96
1988																	
1987																	
1986																	
TRAVELER																	
1990	716.5	88.1	99.1	853.2	87.3	0.3	3.50	17.95	14.5	6	16.9	700.0	1	3705	5.17	4975	6.94
1989	749.5	89.5	100.0	762.9	88.6	2.9	3.50	17.95	14.5	6	1.6	775.0	6	17300	23.08	23070	30.78
1988	803.7	91.5	100.0	824.4	77.2	0.0	4.50	17.95	0.3	4	.3	775.0	0	16170	20 12	21560	26.83
1987#	802.2	92.3	100.0	864.2	73.3	3.7	5.60	14.95	33.3	4	.2	775.0	0	14440	18.00	19250	24.00
1986#	856.7	92.7	100.0	786.6	83.1	0.0	5.60	14.95	33.3	4	16.8	775.0	0	14440	16.86	19250	22.47
TV & RADIO/COMMUNICATIONS & ELECTRONICS																	
SATELLITE ORBIT																	
1990	337.7	89.6	53.0	191.9	77.1	10.5	4.95	48.00	19.2	12	.0	325.0	0	7650	22.65	10710	31.71
1989	328.9	89.4	56.9	158.7	88.9	9.6	4.95	48.00	19.2	12	.8	300.0	4	5687	17.29	7962	24.21
1988	382.2	90.4	61.7	208.8	79.7	10.8	4.95	48.00	19.2	12	.0	400.0	10	7555	19.77	10577	27.67
1987	450.9	91.6	65.9	254.5	75.7	15.1	4.95	48.00	19.2	12	14.2	450.0	8	8500	18.85	11900	26.39
1986#	437.2	95.1	65.7	284.1	88.4	1.5	4.95	48.00	19.2	12	6.1	500.0	2	7500	17.15	10500	24.02
VIDEO																	
1990	450.4	94.6	88.9	306.8	2.0	0.0	2.50	15.00	50.0	12	46.7	450.0	4	16260	36.10	20610	45.76
1989	451.7	94.5	88.6	331.2	2.5	0.0	2.50	15.00	50.0	12	33.4	450.0	0	15195	33.64	19260	42.64
1988#	436.8	94.7	85.8	367.0	2.5	0.0	2.50	12.00	60.0	12	16.4	450.0	0	14200	32.51	18000	41.21
1987#	394.8	94.3	81.9	345.2	3.1	0.0	1.95	12.00	48.7	12	8.8	400.0	0	12620	31.97	16000	40.53
1986#	348.3	94.1	78.5	321.4	8.6	0.0	1.95	12.00	48.7	12	8.2	340.0	4	10730	30.81	13600	39.05

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																	WOMEN'S
COOKING LIGHT*																	
1990#	897.6	98.2	89.1	1016.3	19.9	0.0	2.25	12.00	11.1	6	.0	900.0	0	17310	19.28	22500	25.07
1989#	700.7	97.9	86.9	717.9	24.8	0.0	2.25	12.00	11.1	6	.0	600.0	0	12000	17.13	15600	22.26
1988	574.7	97.8	86.4	590.8	11.5	0.0	2.25	22.00	63.0-	6	.0	525.0	0	9080	15.80	11800	20.53
1987	518.4	99.0	84.9	810.9	2.3	0.0	2.25	22.00	95.6-	5	.0	450.0	1	9080	17.52	11800	22.76
1986																	
COSMOPOLITAN																	
1990	2657.8	91.5	20.8	598.3	19.6	0.0	2.50	24.97	16.8	12	.0	2500.0	1	43420	16.34	58435	21.99
1989	2740.3	91.4	17.0	547.0	21.2	0.0	2.50	24.97	16.8	12	.0	2500.0	0	39545	14.43	53220	19.42
1988	2886.9	91.9	14.3	441.3	28.1	0.1	2.50	24.97	16.8	12	.0	2500.0	0	36215	12.54	48735	16.88
1987	2896.5	92.0	12.4	380.7	31.0	0.4	1.95	24.97	6.7-	12	.0	2500.0	0	34100	11.77	45890	15.84
1986	2904.3	92.2	11.8	358.2	29.4	0.6	1.95	24.97	6.7-	12	.0	2500.0	0	32170	11.08	43290	14.91
ESSENCE																	
1990	850.4	97.0	73.9	816.7	26.0	0.0	1.75	14.00	33.3	12	30.6	850.0	7	16220	19.07	24340	28.62
1989	850.6	97.0	75.4	745.9	18.8	0.0	1.75	14.00	33.3	12	62.6	850.0	5	15015	17.65	22540	26.50
1988	850.3	97.6	74.5	715.6	27.4	0.0	1.50	12.00	33.3	12	59.4	850.0	7	15015	17.66	22540	26.51
1987	801.3	98.0	74.2	710.7	25.7	0.0	1.50	12.00	33.3	12	15.0	800.0	6	12820	16.00	19240	24.01
1986	800.2	97.8	73.7	682.0	26.3	0.0	1.50	12.00	33.3	12	24.1	800.0	7	12210	15.26	18320	22.89
FAMILY CIRCLE																	
1990	5287.4	96.3	40.3	3029.9	73.7	0.0	1.25	15.98	24.8	17	.0	5250.0	0	69050	13.06	82165	15.54
1989#	5329.8	96.1	29.4	1770.1	63.3	0.1	1.09	15.98	13.8	17	.0	5502.9	4	65153	12.22	77530	14.55
1988#	5911.0	96.1	27.5	1580.0	48.2	0.1	1.09	16.15	12.8	17	.0	5770.6	4	61000	10.32	71072	12.02
1987#	5877.4	95.5	16.2	1874.8	27.4	1.1	0.99	16.15	4.0	17	.0	6094.1	10	62900	10.70	74849	12.74
1986#	6399.1	94.7	8.3	781.0	77.6	1.0	0.95	16.15	0.0	17	.0	6576.5	10	62894	9.83	74848	11.70
GOOD HOUSEKEEPING																	
1990	5128.8	94.7	72.7	3371.9	49.9	0.0	1.95	16.97	27.5	12	.0	5000.0	1	82240	16.03	103190	20.12
1989	5133.5	94.8	71.3	3241.8	50.4	0.0	1.95	16.97	27.5	12	.0	5000.0	1	75795	14.76	95105	18.53
1988	5122.5	94.5	69.8	3181.5	52.3	0.2	1.95	15.97	31.8	12	.0	5000.0	0	70180	13.70	88060	17.19
1987	5189.1	94.4	68.0	3162.0	53.0	0.2	1.95	15.97	31.8	12	.0	5000.0	0	66965	12.90	84025	16.19
1986	5181.6	94.3	66.8	2962.5	57.1	0.1	1.95	15.97	31.8	12	.0	5000.0	0	63775	12.31	80025	15.44
LADIES' HOME JOURNAL																	
1990	5012.1	96.8	81.3	4914.5	6.6	0.0	1.95	19.95	14.7	12	.0	5000.0	5	65700	13.11	78200	15.60
1989	5078.0	97.0	80.6	4229.9	7.4	0.0	1.75	19.95	5.0	12	.0	5000.0	1	58500	11.52	71900	14.16
1988#	5050.2	96.9	80.9	4664.2	7.5	0.0	1.50	19.95	10.8-	12	.0	5000.0	1	54700	10.83	67200	13.31
1987	5084.1	96.9	80.3	6525.8	7.3	0.0	1.50	19.95	10.8-	12	.0	5000.0	0	52300	10.29	64300	12.65
1986	5070.7	97.1	80.7	4268.1	10.4	0.0	1.50	19.95	10.8-	12	.0	5000.0	1	49800	9.82	61300	12.09

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WOMEN'S (cont.)																	
LEAR'S*																	
1990	453.3	97.7	89.8	592.2	5.4	0.0	3.00	30.00	16.7	12	16.4	425.0	0	16154	35.64	22433	49.49
1989	411.3	96.9	83.2	537.7	0.4	0.0	3.00	30.00	0.0	10	12.6	350.0	1	9685	23.55	14525	35.31
1988	299.1	96.3	68.0	644.8	0.8	0.0	3.00	18.00	20.0-	5	.0	250.0	0	6918	23.13	10375	34.69
1987																	
1986																	
MC CALL'S																	
1990	5015.8	98.6	91.8	3839.4	5.7	0.0	1.75	19.97	4.9	12	.0	5000.0	0	65380	13.03	77140	15.38
1989	5119.8	98.1	88.7	3273.3	7.8	0.1	1.69	13.97	31.1	12	16.8	5000.0	0	60535	11.82	71425	13.95
1988	5144.5	97.7	86.6	4216.6	6.1	0.7	1.69	13.97	31.1	12	30.0	5000.0	0	56575	11.00	66750	12.98
1987#	5351.4	97.9	86.5	2917.0	13.7	0.7	1.50	12.95	28.1	12	1.7	5000.0	0	N.A.		N.A.	
1986#	5230.9	97.8	87.3	4742.3	39.8	0.1	1.50	11.95	33.6	12	35.2	5000.0	0	49400	9.44	60800	11.62
NEW WOMAN																	
1990	1353.4	92.2	53.9	807.9	14.0	0.0	2.25	15.97	18.3-	6	.0	1260.0	0	19160	14.16	25560	18.89
1989	1364.8	93.0	53.0	803.9	13.1	0.0	1.95	15.97	31.8	12	.0	1260.0	0	17740	13.00	23670	17.34
1988#	1362.8	93.5	55.3	794.2	20.3	0.0	1.95	15.00	35.9	12	.0	1260.0	0	16200	11.89	21620	15.86
1987	1263.2	92.6	52.3	896.3	20.2	0.0	1.95	15.00	35.9	12	.0	1200.0	1	14560	11.53	19425	15.38
1986	1193.7	92.2	50.2	696.3	21.3	0.0	1.95	15.00	35.9	12	.0	1150.0	4	12610	10.56	16820	14.09
PARENTING MAGAZINE*																	
1990	561.7	96.3	90.3	663.1	6.5	32.3	2.50	18.00	28.0	10	.0	550.0	1	14310	25.48	19080	33.97
1989#	458.5	95.7	90.0	582.8	4.3	25.8	1.95	18.00	7.7	10	.0	475.0	1	11250	24.54	15000	32.72
1988#	343.5	95.6	86.5	445.6	7.0	20.9	1.95	18.00	7.7	10	.0	350.0	0	7500	21.83	10000	29.11
1987																	
1986																	
PARENTS MAGAZINE																	
1990	1747.6	94.5	91.2	1922.3	5.2	0.8	1.95	20.00	14.5	12	.0	1725.0	0	35790	20.48	45820	26.22
1989	1743.1	94.4	92.4	1845.0	5.7	0.5	1.95	20.00	14.5	12	.0	1725.0	1	33510	19.22	42900	24.61
1988	1762.0	94.5	93.1	1735.9	5.7	0.6	1.95	20.00	14.5	12	.0	1725.0	0	31615	17.94	40470	22.97
1987	1741.5	95.0	92.7	2096.3	3.9	0.5	1.95	18.00	23.1	12	.0	1675.0	0	29870	17.15	38235	21.96
1986	1725.2	94.5	93.6	2048.2	4.0	2.0	1.95	18.00	23.1	12	.0	1675.0	0	29870	17.31	38235	22.16
REDBOOK																	
1990	3927.2	97.0	81.2	2826.3	16.5	0.0	1.95	11.97	48.8	12	.0	3800.0	0	54095	13.77	71530	18.21
1989	3903.9	97.5	80.2	2918.8	17.6	0.1	1.95	11.97	48.8	12	.0	3800.0	1	49855	12.77	65925	16.89
1988	3979.0	97.3	79.3	2850.4	9.5	0.4	1.95	11.97	48.8	12	.0	3800.0	0	46160	11.60	61040	15.34
1987	4015.4	97.0	80.2	3162.4	5.1	0.4	1.50	11.97	33.5	12	.0	3800.0	0	43875	10.93	58020	14.45
1986	3950.5	97.3	81.8	2588.1	6.4	0.4	1.50	11.97	33.5	12	.0	3800.0	0	41785	10.58	55255	13.99

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SELF																	
1990	1137.3	94.9	52.4	603.8	23.1	0.1	1.95	15.00	35.9	12	19.3	1100.0	3	25860	22.74	38620	33.96
1989#	1193.4	94.5	50.1	592.5	23.2	0.3	1.95	15.00	35.9	12	18.4	1000.0	1	20460	17.14	30550	25.60
1988	1227.6	94.7	44.9	587.8	39.7	2.1	1.95	15.00	35.9	12	12.2	1000.0	1	18770	15.29	28020	22.83
1987#	1130.1	94.6	43.9	545.6	69.8	0.8	1.95	15.00	35.9	12	6.6	1000.0	0	17700	15.66	26430	23.39
1986#	1070.5	94.1	43.9	466.2	85.3	0.2	1.95	15.00	35.9	12	9.3	1000.0	2	16540	15.45	24700	23.07
SESAME STREET MAGAZINE																	
1990#	1260.5	97.1	100.0	1501.6	93.1	1.0	0.00	14.97	0.0	10	1.7	1225.0	0	N.A.		37044	29.39
1989	1225.8	97.5	100.0	1636.9	92.6	1.0	0.00	13.97	0.0	10	.0	1200.0	3	33139	27.03	34300	27.98
1988#	1286.6	97.9	92.0	1586.1	95.2	1.0	1.50	12.97	13.5	10	.0	1200.0	0	31263	24.30	32360	25.15
1987#	1292.6	95.6	85.1	1601.4	89.6	1.0	1.25	11.97	4.2	10	.0	1250.0	2	30650	23.71	31800	24.60
1986	1157.4	94.8	81.2	1414.8	94.8	0.0	1.25	10.95	12.4	10	.0	1100.0	3	27600	23.85	30000	25.92
SEVENTEEN																	
1990	1763.3	95.2	74.8	1712.3	47.9	7.0	1.95	13.95	40.4	12	7.5	1750.0	7	26350	14.94	38175	21.65
1989	1759.6	94.8	74.0	1544.8	85.2	0.1	1.75	15.95	24.0	12	19.9	1750.0	3	24275	13.80	35175	19.99
1988#	1777.9	95.2	75.0	1376.4	83.9	0.0	1.75	15.95	24.0	12	.0	1750.0	5	22900	12.88	33175	18.66
1987#	1863.4	95.1	74.7	1711.6	76.9	0.0	1.50	13.95	22.5	12	.0	1700.0	0	21100	11.32	30575	16.41
1986#	1828.5	95.1	72.6	1537.2	73.2	0.0	1.50	13.95	22.5	12	.0	1625.0	0	19450	10.64	28175	15.41
SHAPE MAGAZINE																	
1990	693.9	87.8	29.8	276.8	43.1	3.4	2.00	20.00	16.7	12	.0	N.C.	N.A.	12950	18.66	16150	23.27
1989	728.0	88.1	31.1	193.4	70.8	22.3	2.00	20.00	16.7	12	.0	N.C.	N.A.	11600	15.93	15000	20.60
1988	742.8	89.2	29.6	292.5	50.2	3.4	2.00	20.00	16.7	12	.0	N.C.	N.A.	9700	13.06	12900	17.37
1987	680.7	88.7	32.4	251.5	81.8	11.7	2.00	20.00	16.7	12	.0	N.C.	N.A.	9000	13.22	12000	17.63
1986	587.6	87.5	28.1	185.8	53.5	14.3	2.00	20.00	16.7	12	.0	N.C.	N.A.	8300	14.13	11200	19.06
SOAP OPERA DIGEST																	
1990	1418.0	91.7	27.1	730.9	41.2	0.0	1.95	38.74	23.6	26	.0	1200.0	0	16400	11.57	20200	14.25
1989	1336.0	90.8	23.7	450.0	58.6	0.0	1.95	38.74	23.6	26	.0	950.0	0	13000	9.73	16000	11.98
1988	1103.7	91.7	26.9	394.5	56.8	0.0	1.75	39.00	14.3	26	.0	900.0	0	11600	10.51	14300	12.96
1987#	1004.5	92.1	31.7	425.8	23.4	0.0	1.75	39.00	14.3	26	.0	800.0	0	9710	9.67	11320	11.27
1986#	810.6	91.8	36.0	373.8	21.5	0.0	1.50	56.75	45.5-	26	.0	725.0	1	8480	10.46	9890	12.20
'TEEN																	
1990	1169.3	94.1	72.6	1035.8	29.6	1.3	2.25	15.95	40.9	12	.0	1100.0	2	15125	12.94	22690	19.40
1989	1067.5	94.2	69.3	800.2	42.9	0.0	1.95	15.95	31.8	12	.0	1000.0	0	13250	12.41	19875	18.62
1988	1103.4	94.8	71.3	792.9	47.6	0.2	1.75	14.95	28.8	12	.0	1000.0	0	12250	11.10	18375	16.65
1987	1185.6	95.2	72.8	891.6	35.7	0.9	1.75	14.95	28.8	12	.0	1000.0	0	11500	9.70	17250	14.55
1986	1152.9	95.3	72.9	1042.5	33.7	3.7	1.50	12.95	28.1	12	.0	1000.0	0	10700	9.28	16050	13.92

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WOMEN'S (cont.)

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TRUE STORY																	
1990	872.3	90.1	75.9	420.1	1.5	0.0	1.49	14.95	16.4	12	15.6	1000.0	9	12830	14.71	16675	19.12
1989	1195.5	90.2	82.1	1100.3	7.7	0.0	1.69	14.95	26.3	12	.0	1300.0	12	15290	12.79	19870	16.62
1988	1301.9	91.2	82.1	1132.8	7.3	0.0	1.50	14.95	16.9	12	.0	1300.0	4	14290	10.98	18575	14.27
1987#	1361.1	90.5	81.0	1184.1	3.7	0.0	1.50	14.95	16.9	12	.0	1300.0	0	13355	9.81	17360	12.75
1986#	1424.7	90.9	80.6	1170.5	2.3	0.0	1.25	14.95	0.3	12	.0	1450.0	5	14875	10.44	19360	13.59
VICTORIA*																	
1990	798.4	94.5	72.2	709.6	41.7	0.0	2.50	15.97	46.8	12	.0	750.0	0	17100	21.42	26300	32.94
1989	800.0	95.0	67.7	702.4	21.2	0.0	2.50	15.97	20.2	8	.0	750.0	0	15600	19.50	24000	30.00
1988#	624.7	94.9	49.0	475.8	14.5	0.0	2.50	9.97	20.2	5	.0	550.0	0	15660	25.07	24000	38.42
1987																	
1986																	
"W"																	
1990	259.1	96.4	94.2	388.4	14.2	1.9	2.95	33.00	57.0	26	10.4	250.0	0	17250	66.58	21700	83.75
1989	242.9	95.9	91.2	334.9	18.9	0.0	2.95	33.00	57.0	26	5.7	250.0	17	15740	64.80	19800	81.52
1988#	251.9	96.7	91.3	427.8	19.0	0.0	2.50	30.00	52.0	25	6.6	250.0	2	14410	57.21	18600	73.84
1987	229.4	96.3	88.2	287.4	23.2	0.0	2.50	30.00	53.8	26	2.9	225.0	2	13880	60.51	17910	78.07
1986	219.4	96.4	87.1	260.4	40.7	0.1	2.50	30.00	53.8	26	8.7	225.0	7	12990	59.21	16990	77.44
WEIGHT WATCHERS MAGAZINE																	
1990	1011.3	91.8	89.1	881.8	15.4	13.0	1.95	15.97	31.8	12	.0	1000.0	0	2850	2.82	4580	4.53
1989	1022.5	95.7	87.7	770.9	45.3	15.6	1.95	15.97	31.8	12	.0	1000.0	0	14815	14.49	20710	20.25
1988#	989.3	96.0	85.0	854.8	43.7	9.6	1.75	13.97	33.5	12	.0	1000.0	0	13845	13.99	19355	19.56
1987#	940.4	94.9	84.0	754.8	29.2	22.0	1.75	13.97	33.5	12	.0	925.0	0	12820	13.63	17920	19.06
1986#	901.5	96.4	83.3	752.8	9.7	22.7	1.50	13.97	22.4	12	.0	875.0	0	12130	13.46	16955	18.81
WOMAN'S DAY																	
1990	4697.5	95.8	16.6	1359.3	6.3	0.0	1.09	19.00	16.2-	15	.0	4600.0	5	61045	13.00	73075	15.56
1989#	4543.4	95.1	2.5	199.1	43.2	0.0	1.09	19.00	16.2-	15	.0	5330.0	8	64810	14.26	77582	17.08
1988#	5340.5	95.4	2.2	126.9	86.9	0.0	1.09	19.00	16.2-	15	.0	5330.0	2	58860	11.02	70466	13.19
1987#	5617.3	95.5	1.6	246.9	89.0	0.0	0.99	15.13	1.9-	15	.0	5513.3	5	56560	10.07	67709	12.05
1986#	5691.1	95.1	1.2	79.9	100.0	0.0	0.99	15.13	10.1	17	.0	6252.9	13	60030	10.55	71881	12.63
THE WORKBASKET																	
1990	1228.8	99.0	98.5	745.0	21.0	0.0	1.95	8.00	59.0	10	.0	1200.0	1	12915	10.51	17430	14.18
1989	1300.9	98.6	98.8	976.4	22.3	0.0	1.50	8.00	46.7	10	.0	1200.0	1	12195	9.37	17430	13.40
1988#	1497.5	98.9	98.9	953.2	24.3	0.0	1.50	8.00	46.7	10	.0	1400.0	3	9225	6.16	12550	8.38
1987	1751.6	97.2	98.8	1247.9	21.6	0.0	1.50	6.00	60.0	10	.0	1700.0	0	9225	5.27	12550	7.16
1986	1763.4	98.9	98.5	1410.3	18.9	0.0	1.00	6.00	40.0	10	.0	1700.0	0	7975	4.52	10850	6.15

*See Special Notes - Page 7
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Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
WOMEN'S (cont.)																	
WORKING WOMAN																	
1990	871.8	96.7	93.4	774.1	18.7	0.1	2.50	18.00	40.0	12	.0	950.0	12	25500	29.25	34950	40.09
1989	906.5	96.1	93.2	760.1	19.8	0.3	2.50	18.00	40.0	12	.0	950.0	10	22200	24.49	30450	33.59
1988	896.6	96.6	92.7	717.8	23.6	32.0	2.50	18.00	40.0	12	5.9	900.0	0	19450	21.69	26700	29.78
1987	840.1	96.9	93.6	661.9	22.6	19.9	2.50	18.00	40.0	12	37.8	850.0	0	17500	20.83	24000	28.57
1986	763.2	97.2	95.6	580.5	21.0	15.9	2.50	18.00	40.0	12	35.1	770.0	0	17500	22.93	24000	31.45
WOMEN'S/MEN'S FASHIONS, BEAUTY & GROOMING																	
ELLE																	
1990	831.6	90.0	51.4	688.5	35.0	0.0	3.00	24.00	33.3	12	.0	825.0	2	21915	26.35	32870	39.53
1989	826.6	87.3	37.5	341.8	28.2	0.0	3.00	24.00	33.3	12	.0	825.0	4	20050	24.26	30075	36.38
1988#	827.1	87.7	35.8	405.7	14.0	0.0	2.75	24.00	27.3	12	.0	825.0	0	18480	22.34	27720	33.51
1987#	785.2	88.9	37.9	409.7	8.5	0.0	2.50	24.00	20.0	12	.0	700.0	0	15400	19.61	23100	29.42
1986#	536.3	88.9	37.8	342.4	3.1	25.8	2.50	24.00	20.0	12	.0	400.0	0	8805	16.42	13205	24.62
GLAMOUR																	
1990	2183.5	91.4	42.7	943.5	14.3	0.0	2.50	15.00	50.0	12	19.1	2000.0	1	39230	17.97	55290	25.32
1989	2273.0	92.3	38.0	977.9	15.3	0.0	2.50	15.00	50.0	12	5.0	2000.0	0	34140	15.02	48120	21.17
1988	2160.1	92.2	32.1	779.8	33.2	0.0	1.95	15.00	35.9	12	11.8	2000.0	1	31320	14.50	44140	20.43
1987#	2278.8	92.3	30.3	645.6	60.6	0.0	1.95	15.00	35.9	12	.0	2000.0	0	29540	12.96	41630	18.27
1986#	2306.9	92.6	31.0	682.6	60.0	0.0	1.95	15.00	35.9	12	.0	2000.0	0	27600	11.96	38900	16.86
HARPER'S BAZAAR																	
1990	727.0	92.0	62.4	557.2	28.7	0.1	2.50	17.94	40.2	12	1.9	700.0	4	21260	29.24	30670	42.19
1989	722.9	91.8	55.3	465.5	47.0	0.5	2.50	17.94	40.2	12	.3	700.0	1	19385	26.82	27970	38.69
1988	743.5	91.9	51.4	391.6	29.2	0.0	2.50	16.97	43.4	12	.0	700.0	0	19385	26.07	27970	37.62
1987	740.8	91.3	47.2	423.3	25.3	0.0	2.50	16.97	43.4	12	.0	700.0	0	17100	23.08	24720	33.37
1986	726.6	91.0	41.4	270.6	37.3	0.0	2.00	16.97	29.3	12	.0	700.0	1	16160	22.24	23365	32.16
MADEMOISELLE																	
1990	1148.6	91.6	42.7	527.5	11.0	0.6	2.50	15.00	50.0	12	40.4	1100.0	2	25030	21.79	36380	31.67
1989	1151.7	92.0	37.0	510.5	12.2	0.0	2.50	15.00	50.0	12	15.9	1100.0	4	21780	18.91	31660	27.49
1988	1202.3	91.2	28.2	386.2	29.4	0.2	1.95	15.00	35.9	12	20.6	1100.0	3	19980	16.62	29040	24.15
1987#	1240.9	91.6	26.6	324.3	57.3	1.7	1.95	15.00	35.9	12	10.0	1100.0	0	18840	15.18	27390	22.07
1986#	1251.0	91.7	26.9	323.6	64.8	1.1	1.95	15.00	35.9	12	.0	1100.0	1	17600	14.07	25600	20.46
VOGUE																	
1990	1217.9	87.8	39.6	502.6	21.6	0.0	3.00	28.00	22.2	12	8.0	1100.0	0	29870	24.53	43000	35.31
1989#	1255.0	88.2	37.5	506.1	25.7	0.0	3.00	28.00	22.2	12	7.6	1000.0	0	25990	20.71	37420	29.82
1988	1212.4	88.2	36.4	477.2	52.0	0.0	3.00	28.00	22.2	12	.0	1000.0	0	21670	17.87	31200	25.73
1987	1252.6	88.3	36.0	459.1	76.7	0.0	3.00	24.00	33.3	12	.0	1000.0	0	20440	16.32	29430	23.50
1986	1236.3	88.1	35.7	483.6	80.5	0.0	3.00	24.00	33.3	12	.0	1000.0	0	19100	15.45	27500	22.24

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YOUTH

BOYS' LIFE

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1990	1395.8	97.8	100.0	1624.8	7.5	0.0	1.75	15.60	25.7	12	.0	1300.0	0	15160	10.86	19775	14.17
1989	1387.1	97.8	100.0	1612.3	5.8	0.0	1.50	13.20	26.7	12	.0	1300.0	5	12630	9.11	17650	12.72
1988	1428.3	97.9	100.0	1652.5	7.0	0.0	1.50	13.20	26.7	12	.0	1300.0	0	12630	8.84	17650	12.36
1987	1392.9	97.8	100.0	1638.4	5.4	0.0	1.50	13.20	26.7	12	.0	1300.0	5	11860	8.51	16560	11.89
1986	1334.2	97.9	100.0	1823.7	10.1	0.0	1.50	13.20	26.7	12	.0	1300.0	6	11860	8.89	16560	12.41

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U.S. FIVE YEAR TREND INDICES BY CLASSIFICATION

ART & ANTIQUES

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	148.3	147.8	152.7	152.2
1989	127.5	127.2	130.1	117.1
1988	113.6	111.7	134.7	102.2
1987	111.3	110.4	120.9	103.1
1986	100.0	100.0	100.0	100.0

AUTOMOTIVE

1990	110.7	122.8	88.1	148.4
1989	107.9	113.6	97.2	121.0
1988	106.0	112.1	94.5	116.1
1987	101.2	104.7	94.5	108.5
1986	100.0	100.0	100.0	100.0

BOATING & YACHTING

1990	107.5	114.9	85.6	119.9
1989	105.7	110.3	92.4	120.2
1988	104.5	106.0	100.2	103.9
1987	101.9	102.6	99.8	104.7
1986	100.0	100.0	100.0	100.0

BRIDES, BRIDAL

1990	94.3	85.0	95.7	89.0
1989	110.2	70.4	116.1	70.8
1988	111.9	80.6	116.6	64.4
1987	106.9	97.4	108.3	77.0
1986	100.0	100.0	100.0	100.0

BUSINESS & FINANCE

1990	129.2	127.9	155.5	123.0
1989	131.6	129.9	165.3	120.6
1988	127.2	125.3	164.2	133.3
1987	122.8	120.9	162.1	135.1
1986	113.4	113.4	113.7	119.4

CAMPERS, RV, MOBILE HOMES & TRAILERS

1990	97.5	97.2	100.5	62.8
1989	106.0	106.4	99.5	92.2
1988	105.4	105.7	100.5	86.7
1987	105.6	105.9	100.5	127.4
1986	100.0	100.0	100.0	100.0

CAMPING & OUTDOOR RECREATION

1990	109.4	102.9	136.2	195.6
1989	101.7	96.3	123.3	155.8
1988	94.9	91.3	109.9	125.0
1987	100.0	99.1	103.5	112.1
1986	100.0	100.0	100.0	100.0

COMPUTERS

1990	119.9	116.2	130.7	146.3
1989	114.4	109.4	129.1	130.9
1988	108.6	104.0	121.6	94.0
1987	104.8	100.0	118.6	85.5
1986	100.0	100.0	100.0	100.0

CRAFTS, GAMES, HOBBIES & MODELS

1990	79.7	81.0	77.0	110.2
1989	82.0	79.0	87.9	88.4
1988	86.0	84.0	90.2	82.9
1987	94.3	92.4	98.0	107.7
1986	100.0	100.0	100.0	100.0

ENTERTAINMENT & PERFORMING ARTS

1990	176.0	195.4	143.5	135.2
1989	174.1	186.8	152.8	115.2
1988	129.8	143.1	107.6	88.6
1987	114.9	121.1	104.5	100.5
1986	100.0	100.0	100.0	100.0

EPICUREAN

1990	107.9	109.8	90.4	112.4
1989	105.0	106.4	91.0	108.8
1988	102.9	104.8	85.1	111.5
1987	101.3	102.5	90.0	99.6
1986	100.0	100.0	100.0	100.0

FISHING & HUNTING

1990	100.7	102.0	83.1	103.2
1989	103.1	104.0	90.9	107.0
1988	101.4	101.9	95.4	110.6
1987	100.5	100.6	99.1	105.0
1986	100.0	100.0	100.0	100.0

See Pages 11 & 12 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
FITNESS				
1990	117.3	147.6	111.5	151.8
1989	116.3	144.9	110.8	134.8
1988	115.0	139.0	110.4	133.6
1987	108.9	123.6	106.1	128.9
1986	100.0	100.0	100.0	100.0
FRATERNAL, PROFESSIONAL GROUPS, SERVICE CLUBS				
1990	110.2	110.2	.0	99.7
1989	112.4	112.4	.0	97.9
1988	114.0	114.0	.0	100.9
1987	115.8	115.8	.0	102.8
1986	100.0	100.0	.0	100.0
GARDENING (HOME)				
1990	88.0	87.2	168.8	74.2
1989	89.8	89.0	162.9	83.5
1988	91.0	90.8	111.3	92.7
1987	95.1	95.1	97.8	101.4
1986	100.0	100.0	100.0	100.0
GENERAL EDITORIAL				
1990	100.1	102.1	91.9	99.5
1989	102.1	103.6	96.0	104.8
1988	102.2	103.3	97.4	102.3
1987	102.2	102.9	99.2	103.9
1986	102.6	102.9	101.3	102.8
HEALTH				
1990	118.6	114.4	197.6	102.7
1989	121.8	117.4	203.8	100.9
1988	116.3	113.6	167.7	119.9
1987	102.9	101.7	125.1	105.2
1986	100.0	100.0	100.0	100.0
HOME SERVICE & HOME				
1990	111.2	111.2	111.7	112.2
1989	112.2	110.7	124.9	112.0
1988	111.2	109.1	128.6	117.6
1987	107.3	105.1	125.7	116.3
1986	102.8	102.5	105.7	102.8

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
HORSES, RIDING & BREEDING				
1990	110.4	107.9	151.7	114.7
1989	103.8	102.2	131.7	128.0
1988	103.8	102.2	131.7	119.6
1987	100.6	97.9	145.0	88.0
1986	100.0	100.0	100.0	100.0
LITERARY, BOOK REVIEWS & WRITING TECHNIQUES				
1990	106.7	105.8	113.5	97.0
1989	118.1	121.0	98.1	116.7
1988	96.4	96.3	97.0	92.0
1987	103.5	105.3	91.0	109.6
1986	100.0	100.0	100.0	100.0
MATURE MARKET				
1990	157.6	157.3	-1.1	101.8
1989	146.9	146.6	-11.5	104.6
1988	131.5	131.2	.0	108.6
1987	115.7	115.4	.0	106.1
1986	100.0	100.0	100.0	100.0
MEN'S				
1990	89.3	106.1	69.2	122.9
1989	93.6	103.1	82.4	118.4
1988	93.9	102.6	83.4	120.7
1987	97.2	96.8	97.7	110.4
1986	100.0	100.0	100.0	100.0
METROPOLITAN/REGIONAL/STATE				
1990	101.7	104.4	82.6	98.5
1989	113.7	115.3	102.1	108.5
1988	112.4	113.2	106.6	108.8
1987	113.4	113.9	109.5	98.4
1986	108.3	108.3	108.3	107.0
MOTORCYCLE				
1990	79.6	77.8	84.1	118.7
1989	77.5	76.4	80.2	115.7
1988	98.0	87.9	88.3	104.0
1987	91.0	89.8	93.9	102.4
1986	100.0	100.0	100.0	100.0

See Pages 11 & 12 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
MUSIC				
1990	136.3	134.0	143.0	127.5
1989	112.8	116.6	101.9	105.0
1988	114.7	119.6	100.5	123.2
1987	105.2	105.3	104.8	119.2
1986	100.0	100.0	100.0	100.0
NATURE & ECOLOGY				
1990	150.1	151.4	101.3	188.5
1989	132.5	133.1	105.2	164.6
1988	119.4	120.2	85.7	151.6
1987	108.1	108.3	98.7	130.0
1986	100.0	100.0	100.0	100.0
NEWS-WEEKLIES				
1990	98.0	103.4	86.3	98.7
1989	100.3	104.9	90.3	100.0
1988	102.4	106.4	93.8	105.4
1987	102.2	103.7	99.0	105.2
1986	100.0	100.0	100.0	100.0
PHOTOGRAPHY				
1990	110.5	112.2	97.3	106.6
1989	96.7	99.4	75.5	108.8
1988	88.3	89.3	80.1	94.3
1987	90.5	90.3	91.8	95.9
1986	100.0	100.0	100.0	100.0
SCIENCE/TECHNOLOGY				
1990	115.9	120.6	91.8	127.3
1989	115.1	118.5	98.2	110.5
1988	114.7	117.0	102.9	116.3
1987	116.1	118.3	104.7	108.5
1986	100.0	100.0	100.0	100.0
SPORTS				
1990	129.6	133.1	112.0	134.4
1989	123.5	126.0	110.8	135.6
1988	116.4	117.7	109.8	135.5
1987	109.0	108.6	110.8	117.0
1986	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
TRAVEL				
1990	136.9	135.7	281.7	124.7
1989	122.9	122.1	217.4	120.1
1988	109.8	109.0	208.9	106.3
1987	104.9	104.4	160.6	108.5
1986	100.0	100.0	100.0	100.0
TV & RADIO/COMMUNICATIONS & ELECTRONICS				
1990	100.3	103.3	92.8	82.4
1989	99.4	104.8	85.9	80.9
1988	104.3	108.9	92.7	95.1
1987	107.7	110.7	100.2	99.0
1986	100.0	100.0	100.0	100.0
WOMEN'S				
1990	101.1	119.3	78.3	126.6
1989	102.8	116.0	86.4	114.1
1988	105.5	114.3	94.4	115.1
1987	103.8	109.1	97.2	117.3
1986	102.1	103.6	100.2	104.7
WOMEN'S/MEN'S FASHIONS, BEAUTY & GROOMING				
1990	100.9	139.5	81.8	153.1
1989	102.8	123.7	92.6	133.2
1988	101.5	107.8	98.3	116.1
1987	104.0	106.1	102.9	107.6
1986	100.0	100.0	100.0	100.0
YOUTH				
1990	104.6	104.6	.0	89.1
1989	104.0	104.0	.0	88.4
1988	107.1	107.1	.0	90.6
1987	104.4	104.4	.0	89.8
1986	100.0	100.0	.0	100.0

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L'Actualite	French
Alberta/Western Report	English
BC Outdoors	English
*Le Bel Age	French
Canadian Business	English
*Canadian Geographic	English
*Canadian House & Home	English
Canadian Living	English
Canadian Workshop	English
Canadian Yachting	English
Chatelaine	English
Chatelaine (French Language Edition)	French
City & Country Home	English
Clin D'Oeil	French
Coup de Pouce	French
*Crafts Plus	English
Croc	French
Decoration Chez-Soi	French
*Eastern Woods & Waters	English
Equinox - The Magazine of Canadian Discovery	English
*L'Essentiel	French
Filles D'Aujourd'Hui	French
Financial Times of Canada	English
Flare	English
*Guide Ressources	French
Harrowsmith Magazine	English
Hockey News	English
Les Idees de Ma Maison	French
*Inside Hockey	English
Maclean's - Canada's Weekly Newsmagazine	English
The Newfoundland Herald	English
Ontario Out of Doors	English
Orah	English
Outdoor Canada	English
Pacific Yachting	English
Photo Life	English
*Plans de Maisons du Quebec	French
Quebec Science	French
Quebec Yachting Voile & Moteur	French
The Reader's Digest (Canadian English Edition)	English
Renovation Bricolage	French
*Safarir	French
*Sante	French
Saturday Night	English
*Select Homes & Food	English
Selection du Reader's Digest	French
Sentier Chasse-Peche	French
*Ski Canada	English
Sun	English
Time - The Weekly Newsmagazine - In Canada	English
Toronto Life	English
*Toronto Life Fashion	English
Travel A'la Carte	English
TV Guide	English
TV Hebdo	French
*TV Hebdo-Teleromans	French
TV Plus	French
Western Sportsman	English

NOTE: Advertising rates for Canadian Publications are taken from Canadian Advertising Rates and Data (Card) as of December 31, 1990.

CANADIAN PUBLICATIONS BY CLASSIFICATION

Boating & Yachting

English
- Canadian Yachting
- Pacific Yachting

French
- Quebec Yachting Voile & Moteur

Business & Finance

English
- Canadian Business
- Financial Times of Canada

City Magazines

English
- Toronto Life

Fishing & Hunting

English
- BC Outdoors
- *Eastern Woods & Waters
- Ontario Out of Doors
- Outdoor Canada
- Western Sportsman

French
- Sentier Chasse-Peche

General Interest

English
- *Canadian Geographic
- Equinox - The Magazine of Canadian Discovery
- Harrowsmith Magazine
- The Reader's Digest (Canadian English Edition)
- Saturday Night
- Sun

French
- L'Actualite
- Croc
- *Safarir
- Selection du Reader's Digest

Health

French
- *Guide Ressources
- *Sante

Homes

English
- *Canadian House & Home
- Canadian Workshop
- City & Country Home
- *Select Homes & Food

French
- Decoration Chez-Soi
- Les Idees de Ma Maison
- *Plans de Maisons du Quebec
- Renovation Bricolage

News

English
- Alberta/Western Report
- MacLean's - Canada's Weekly Newsmagazine
- Time - The Weekly Newsmagazine - In Canada

Photography

English
- Photo Life

Science & Technology

French
- Quebec Science

Senior Citizens

French
- *Le Bel Age

Sports & Recreation

English
- Hockey News
- *Inside Hockey
- *Ski Canada

Travel

English
- Travel A'la Carte

TV & Radio

English
- The Newfoundland Herald
- TV Guide

French
- TV Hebdo
- *TV Hebdo-Teleromans
- TV Plus

Women's

English
- Canadian Living
- Chatelaine
- *Crafts Plus
- Flare
- Orah
- *Toronto Life Fashion

French
- Chatelaine (French Language Edition)
- Clin D'Oeil
- Coup de Pouce
- *L'Essentiel
- Filles D'Aujourd'Hui

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INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
ENGLISH																	
BOATING & YACHTING																	
CANADIAN YACHTING																	
1990	17.3	0.0	90.1	4.9	11.0	0.0	3.50	19.00	9.5	6	1.4	N.C.	N.A.	2520	145.66	3480	201.16
1989	19.3	0.0	89.1	11.8	27.1	4.6	3.00	27.00	25.0	12	1.9	N.C.	N.A.	2520	130.57	3386	175.44
1988	21.0	0.0	84.9	10.7	6.8	11.5	2.75	25.00	24.2	12	1.7	N.C.	N.A.	2270	108.10	3050	145.24
1987	22.8	0.0	85.0	11.9	31.7	8.4	2.75	23.00	30.3	12	1.3	N.C.	N.A.	2060	90.35	2775	121.71
1986	24.0	0.0	85.8	14.9	39.6	37.6	2.50	20.00	33.3	12	1.5	N.C.	N.A.	1880	78.33	2525	105.21
PACIFIC YACHTING																	
1990	14.6	0.0	71.9	7.8	57.9	0.0	2.95	29.00	18.1	12	.2	N.C.	N.A.	2226	152.47	3087	211.44
1989	15.2	0.0	69.9	7.8	56.5	8.2	2.95	29.00	18.1	12	.2	N.C.	N.A.	2140	140.79	2968	195.26
1988	16.0	0.0	69.3	8.0	53.1	18.4	2.75	27.00	18.2	12	.3	N.C.	N.A.	2019	126.19	2800	175.00
1987	17.0	0.0	69.7	8.1	36.6	12.9	2.75	25.00	24.2	12	.2	N.C.	N.A.	1700	100.00	2365	139.12
1986	16.7	0.0	68.0	9.3	82.0	29.3	2.75	24.00	27.3	12	.3	N.C.	N.A.	1575	94.31	2190	131.14
BUSINESS & FINANCE																	
CANADIAN BUSINESS																	
1990	86.4	0.0	92.4	58.7	38.4	12.9	3.00	24.00	33.3	12	2.6	N.C.	N.A.	7880	91.20	9850	114.00
1989	86.9	0.0	92.2	58.7	37.0	21.0	3.00	24.00	33.3	12	.0	N.C.	N.A.	7044	81.06	9086	104.56
1988	86.2	0.0	92.9	93.6	17.5	26.9	3.00	24.00	33.3	12	3.0	N.C.	N.A.	6583	76.37	8492	98.52
1987	86.2	0.0	89.9	78.5	26.8	35.6	3.95	28.00	40.9	12	9.0	N.C.	N.A.	6012	69.74	7755	89.97
1986	94.9	0.0	90.6	78.0	42.8	31.6	3.00	28.00	22.2	12	5.3	N.C.	N.A.	5645	59.48	7280	76.71
FINANCIAL TIMES OF CANADA																	
1990	99.0	0.0	93.1	71.7	33.6	5.4	1.00	35.00	34.0	53	11.1	N.C.	N.A.	4172	42.14	6292	63.56
1989	112.0	0.0	97.2	71.8	42.7	2.1	1.00	35.00	32.7	52	10.9	N.C.	N.A.	7940	70.89	9875	88.17
1988	108.1	0.0	96.2	96.5	67.9	24.7	1.00	30.00	42.3	52	7.6	N.C.	N.A.	7290	67.44	9065	83.86
1987	110.6	0.0	96.7	80.2	97.8	39.9	1.00	28.00	46.2	52	7.6	N.C.	N.A.	3270	29.57	4935	44.62
1986	104.4	0.0	97.5	79.7	97.6	41.7	1.00	28.00	47.2	53	8.5	N.C.	N.A.	3100	29.69	4680	44.83
CITY MAGAZINES																	
TORONTO LIFE																	
1990	93.8	0.0	86.0	69.3	5.0	44.4	2.50	24.00	36.0	15	9.0	N.C.	N.A.	5955	63.49	7935	84.59
1989	96.2	0.0	86.8	67.0	32.7	40.2	2.50	24.00	54.3	21	4.2	N.C.	N.A.	5590	58.11	7450	77.44
1988	98.1	0.0	84.7	74.6	40.3	36.4	2.50	22.00	58.1	21	1.8	N.C.	N.A.	5245	53.47	6995	71.30
1987	97.8	0.0	82.6	79.5	53.8	44.3	2.50	22.00	53.7	19	6.0	N.C.	N.A.	4625	47.29	6182	63.21
1986	97.3	0.0	82.9	69.4	59.4	39.9	2.50	22.00	51.1	18	6.9	N.C.	N.A.	4322	44.42	5778	59.38

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FISHING & HUNTING																	
BC OUTDOORS																	
1990	43.3	0.0	85.7	15.2	67.5	0.0	2.95	19.95	3.4	7	.0	N.C.	N.A.	2690	62.12	3265	75.40
1989	38.7	0.0	82.6	25.4	27.7	5.3	2.95	19.95	3.4	7	.0	N.C.	N.A.	2562	66.20	3137	81.06
1988	35.1	0.0	84.2	17.7	60.7	13.5	2.75	21.95	20.2	10	.0	N.C.	N.A.	2228	63.48	2790	79.49
1987	40.2	0.0	87.0	27.5	48.4	6.4	2.50	21.95	12.2	10	.0	N.C.	N.A.	2082	51.79	2525	62.81
1986	40.8	0.0	85.2	29.6	51.3	12.4	2.25	17.95	20.2	10	.5	N.C.	N.A.	1690	41.42	2215	54.29
EASTERN WOODS & WATERS*																	
1990	17.4	0.0	83.8	8.2	48.3	0.0	2.95	16.95	4.2	6	.6	N.C.	N.A.	1300	74.71	1950	112.07
1989	15.0	0.0	83.3	6.9	43.2	0.0	2.75	16.95	23.3-	5	.9	N.C.	N.A.	1300	86.67	1950	130.00
1988	16.6	0.0	73.9	10.0	52.1	0.0	2.75	16.95	23.0	8	1.2	N.C.	N.A.	1250	75.30	1875	112.95
1987	13.4	0.0	71.6	13.1	64.6	0.0	2.25	16.95	25.6-	6	1.0	N.C.	N.A.	1250	93.28	1875	139.93
1986																	
ONTARIO OUT OF DOORS																	
1990	57.4	0.0	88.5	41.2	29.8	11.8	2.75	24.95	9.3	10	3.9	N.C.	N.A.	3326	57.94	3901	67.96
1989	54.9	0.0	85.2	34.6	35.1	5.0	2.50	24.95	0.2	10	3.5	N.C.	N.A.	3080	56.10	3655	66.58
1988	57.6	0.0	83.2	32.7	56.5	10.3	2.50	23.95	4.2	10	3.4	N.C.	N.A.	2933	50.92	3485	60.50
1987	55.7	0.0	84.7	34.6	28.0	14.6	2.50	22.95	8.2	10	3.9	N.C.	N.A.	2794	50.16	3319	59.59
1986	58.5	0.0	85.3	35.2	61.9	35.1	2.00	19.95	0.3	10	3.3	N.C.	N.A.	2540	43.42	3065	52.39
OUTDOOR CANADA																	
1990	133.3	0.0	93.8	72.2	20.8	5.0	2.95	24.00	9.6	9	10.4	N.C.	N.A.	6840	51.31	7950	59.64
1989	134.4	0.0	93.6	71.1	11.4	4.2	2.95	24.00	9.6	9	10.0	N.C.	N.A.	6450	47.99	7500	55.80
1988	137.0	0.0	93.0	100.3	16.6	5.2	2.95	22.00	17.1	9	12.4	N.C.	N.A.	6000	43.80	7000	51.09
1987#	142.4	0.0	93.2	77.5	22.6	0.4	2.95	17.00	36.0	9	6.8	N.C.	N.A.	5800	40.73	6800	47.75
1986#	146.4	0.0	92.1	79.4	23.5	11.9	2.50	14.00	30.0	8	9.9	143.0	1	5345	36.51	6320	43.17
WESTERN SPORTSMAN																	
1990	28.1	0.0	88.9	14.2	85.9	4.7	2.95	15.95	9.9	6	.0	N.C.	N.A.	1631	58.04	2131	75.84
1989	29.9	0.0	89.7	14.4	88.1	4.6	2.75	14.95	9.4	6	.0	N.C.	N.A.	1430	47.83	1930	64.55
1988	30.5	0.0	89.5	14.8	88.0	0.0	2.50	12.95	13.7	6	.0	N.C.	N.A.	1430	46.89	1930	63.28
1987	30.4	0.0	89.8	15.0	88.7	0.0	2.50	12.95	13.7	6	.0	N.C.	N.A.	1365	44.90	1865	61.35
1986	43.0	0.0	61.7	16.6	93.9	0.0	2.50	11.95	20.3	6	.0	N.C.	N.A.	1253	29.14	1753	40.77
GENERAL INTEREST																	
CANADIAN GEOGRAPHIC*																	
1990	254.7	0.0	94.9	202.4	5.0	0.0	3.95	22.75	4.0	6	10.9	N.C.	N.A.	6375	25.03	8500	33.37
1989	228.0	0.0	94.2	237.5	100.0	0.0	3.95	20.75	12.4	6	10.6	N.C.	N.A.	5795	25.42	7725	33.88
1988																	
1987																	
1986																	

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Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
GENERAL INTEREST (cont.)																	
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY																	
1990	176.7	0.0	94.0	152.6	53.9	22.9	3.95	19.98	15.7	6	.5	N.C.	N.A.	6945	39.30	9715	54.98
1989	164.2	0.0	92.7	169.3	75.0	6.1	3.95	19.98	15.7	6	2.2	N.C.	N.A.	6315	38.46	8830	53.78
1988	162.2	0.0	92.2	147.6	77.6	0.2	3.95	18.00	24.1	6	2.7	N.C.	N.A.	6015	37.08	8410	51.85
1987	163.9	0.0	92.6	120.4	49.0	0.0	3.50	18.00	14.3	6	5.4	160.0	1	5730	34.96	8010	48.87
1986	164.5	0.0	92.1	125.0	29.7	13.3	3.50	21.00	0.0	6	5.7	160.0	1	5730	34.83	8010	48.69
HARROWSMITH MAGAZINE																	
1990	158.5	0.0	89.1	138.5	46.7	9.1	3.50	19.98	4.9	6	1.9	N.C.	N.A.	5520	34.83	7460	47.07
1989	153.7	0.0	88.1	134.9	72.2	11.2	3.50	19.98	4.9	6	3.5	N.C.	N.A.	5255	34.19	7105	46.23
1988	156.5	0.0	89.1	149.7	85.7	0.2	3.50	16.00	23.8	6	.0	N.C.	N.A.	4910	31.37	6640	42.43
1987	157.8	0.0	89.2	118.6	36.0	18.2	3.00	16.00	11.1	6	3.4	150.0	0	4675	29.63	6320	40.05
1986	155.1	0.0	87.8	138.2	30.3	3.6	3.00	15.00	16.7	6	9.5	150.0	0	4675	30.14	6320	40.75
THE READER'S DIGEST (CANADIAN ENGLISH EDITION)																	
1990	1316.7	0.0	94.4	1123.7	40.6	34.7	2.49	25.96	13.1	12	38.7	N.C.	N.A.	20545	15.60	25680	19.50
1989	1342.4	0.0	94.6	1386.0	42.3	32.9	2.49	25.46	14.8	12	29.4	N.C.	N.A.	19565	14.57	24455	18.22
1988	1302.6	0.0	94.0	1135.7	40.5	47.3	2.25	23.46	13.1	12	38.7	N.C.	N.A.	18045	13.85	23295	17.88
1987	1317.7	0.0	93.8	1218.2	45.2	32.0	2.25	22.46	16.8	12	15.7	N.C.	N.A.	16525	12.54	21330	16.19
1986	1347.8	0.0	93.8	1201.4	49.1	32.4	1.95	20.46	12.6	12	25.1	N.C.	N.A.	16525	12.26	21330	15.83
SATURDAY NIGHT																	
1990	110.1	0.0	92.1	66.6	29.1	8.1	2.95	19.95	32.4	10	3.0	N.C.	N.A.	3515	31.93	5025	45.64
1989	110.5	0.0	93.5	76.1	21.1	5.7	2.95	28.00	20.9	12	2.3	N.C.	N.A.	5065	45.84	7250	65.61
1988	112.8	0.0	93.9	60.8	24.2	2.9	2.95	28.00	20.9	12	8.8	N.C.	N.A.	5065	44.90	7250	64.27
1987	127.9	0.0	94.0	53.5	19.4	5.5	2.75	28.00	15.2	12	1.7	N.C.	N.A.	5065	39.60	7250	56.68
1986	132.1	0.0	95.0	83.3	42.1	1.8	2.75	28.00	15.2	12	3.0	N.C.	N.A.	4825	36.53	6905	52.27
SUN																	
1990	400.1	0.0	1.0	5.2	3.9	0.0	0.75	22.00	43.6	26	.0	N.C.	N.A.	N.A.		N.A.	
1989	439.9	0.0	0.9	5.5	46.4	0.0	0.75	22.00	43.6	52	.0	N.C.	N.A.	N.A.		N.A.	
1988	434.0	0.0	0.9	5.7	12.8	11.3	0.75	22.00	43.6	52	.0	N.C.	N.A.	11275	25.98	12400	28.57
1987	436.2	0.0	3.2	6.8	29.7	11.0	0.79	22.00	46.4	52	.0	N.C.	N.A.	N.A.		N.A.	
1986	391.5	0.0	0.7	5.6	30.0	0.0	0.69	15.95	55.5	52	.0	N.C.	N.A.	N.A		N.A.	
HOMES																	
CANADIAN HOUSE & HOME*																	
1990	106.2	0.0	85.3	75.5	40.9	0.0	3.25	23.00	76.9-	4	10.2	N.C.	0	6446	60.70	8057	75.87
1989	108.2	0.0	85.7	96.6	34.7	0.0	2.95	20.00	69.5-	4	7.3	100.0	0	5390	49.82	7460	68.95
1988																	
1987																	
1986																	

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HOMES (cont.)																	
CANADIAN WORKSHOP																	
1990	122.7	0.0	97.5	120.8	56.8	39.7	2.75	23.95	27.4	12	2.9	N.C.	N.A.	4615	37.61	5880	47.92
1989	119.5	0.0	96.9	143.2	48.3	35.8	2.75	23.95	27.4	12	.0	112.0	2	4450	37.24	5600	46.86
1988	100.0	0.0	96.4	131.6	28.7	34.3	2.75	23.95	27.4	12	.2	95.0	3	3855	38.55	4825	48.25
1987	86.0	0.0	95.5	85.7	24.9	14.1	2.50	21.95	26.8	12	1.4	N.C.	N.A.	3355	39.01	4195	48.78
1986	80.4	0.0	95.6	76.2	23.5	22.8	2.25	21.95	18.7	12	.0	N.C.	N.A.	2995	37.25	3745	46.58
CITY & COUNTRY HOME																	
1990	79.0	0.0	94.6	57.2	15.6	15.4	3.50	20.00	42.9	10	5.5	N.C.	N.A.	6480	82.03	8490	107.47
1989	81.9	0.0	94.3	58.8	1.3	0.0	3.50	22.50	35.7	10	1.8	N.C.	N.A.	6140	74.97	8045	98.23
1988	88.1	0.0	93.5	79.1	1.1	0.0	3.00	22.50	25.0	10	.0	N.C.	N.A.	5490	62.32	7195	81.67
1987	87.2	0.0	93.1	92.9	1.7	6.7	2.50	22.50	10.0	10	.9	N.C.	N.A.	5490	62.96	7195	82.51
1986	81.9	0.0	90.9	71.3	41.5	63.2	3.00	20.00	16.7	8	4.0	N.C.	N.A.	5280	64.47	6920	84.49
SELECT HOMES & FOOD*																	
1990	148.3	0.0	93.4	110.2	71.9	17.8	2.95	16.95	43.6-	4	.0	N.C.	N.A.	7160	48.28	8955	60.38
1989	130.8	0.0	94.4	91.2	49.7	7.9	2.95	16.95	28.2	8	4.5	N.C.	N.A.	6920	52.91	8650	66.13
1988	114.4	0.0	92.9	80.2	12.6	1.4	2.95	14.95	27.6	7	5.2	N.C.	N.A.	6290	54.98	7860	68.71
1987	122.4	0.0	93.0	91.7	73.5	1.8	2.50	15.00	25.0	8	14.0	N.C.	N.A.	5650	46.16	7060	57.68
1986																	
NEWS																	
ALBERTA/WESTERN REPORT																	
1990	44.8	0.0	96.3	40.0	38.0	8.1	2.50	79.00	40.4	53	.0	N.C.	N.A.	2485	55.47	3435	76.67
1989	51.5	0.0	96.0	44.6	75.0	25.8	2.50	69.00	46.9	52	.0	N.C.	N.A.	2485	48.25	3435	66.70
1988	53.7	0.0	94.1	47.2	100.0	17.4	2.00	64.00	38.5	52	.0	N.C.	N.A.	2485	46.28	3435	63.97
1987	56.8	0.0	93.6	47.1	100.0	8.4	2.00	64.00	38.5	52	.0	N.C.	N.A.	2365	41.64	3270	57.57
1986	56.0	0.0	94.2	54.1	100.0	8.4	2.00	59.00	43.3	52	.0	N.C.	N.A.	2365	42.23	3270	58.39
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE																	
1990	599.8	0.0	97.8	421.9	53.3	33.9	2.25	52.00	56.4	53	32.6	600.0	12	19445	32.42	24900	41.51
1989	602.3	0.0	97.7	394.6	37.1	26.2	2.25	52.00	55.6	52	22.7	600.0	14	17920	29.75	22950	38.10
1988	620.3	0.0	97.6	444.9	27.3	38.6	2.00	45.50	56.3	52	7.9	615.0	3	16475	26.56	21675	34.94
1987	649.1	0.0	97.7	428.7	42.6	45.8	1.75	45.50	50.0	52	31.0	645.0	7	15240	23.48	20660	31.83
1986	649.0	0.0	97.5	440.0	54.8	54.6	1.75	39.00	57.1	52	27.0	645.0	2	14725	22.69	19965	30.76
TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA																	
1990	354.1	0.0	93.3	408.9	49.8	60.6	2.50	69.16	47.8	53	7.6	350.0	6	12984	36.67	16695	47.15
1989	352.1	0.0	93.1	430.2	43.3	58.3	2.50	69.16	46.8	52	5.5	335.0	0	10454	29.69	15387	43.70
1988	347.8	0.0	92.9	416.0	43.5	64.3	2.25	66.04	43.6	52	3.9	335.0	11	7590	21.82	11954	34.37
1987	340.2	0.0	92.6	350.5	55.9	61.1	2.25	62.00	47.0	52	13.3	335.0	19	7160	21.05	11277	33.15
1986	360.8	0.0	93.0	420.2	55.4	68.1	2.25	62.00	47.0	52	1.1	335.0	17	6900	19.12	10870	30.13

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
PHOTOGRAPHY																	
PHOTO LIFE																	
1990	54.4	0.0	95.6	33.3	22.9	19.1	2.75	21.95	20.2	10	2.4	N.C.	N.A.	5175	95.13	6950	127.76
1989	61.9	0.0	94.9	33.7	23.0	15.4	2.75	21.95	27.4	11	5.3	65.0	10	5175	83.60	6950	112.28
1988	64.2	0.0	97.5	36.3	14.1	25.2	2.75	21.95	27.4	11	2.3	68.0	11	5175	80.61	6950	108.26
1987	65.4	0.0	92.8	52.0	45.4	14.5	2.25	19.95	19.4	11	.4	N.C.	N.A.	5000	76.45	6790	103.82
1986	67.8	0.0	92.9	40.8	74.4	18.4	2.25	17.95	27.5	11	.0	N.C.	N.A.	4855	71.61	6595	97.27
SPORTS & RECREATION																	
HOCKEY NEWS																	
1990	108.6	0.0	77.6	77.8	54.4	1.1	2.50	49.95	50.1	40	.0	N.C.	N.A.	2175	20.03	2775	25.55
1989	114.6	0.0	75.8	75.1	65.9	0.0	2.25	39.95	56.7	41	.0	N.C.	N.A.	1975	17.23	2575	22.47
1988	107.7	0.0	74.9	68.8	91.0	3.9	1.95	37.95	53.7	42	.0	N.C.	N.A.	1750	16.25	2350	21.82
1987	110.4	0.0	75.6	73.7	94.0	12.0	1.75	29.95	57.2	40	.0	N.C.	N.A.	1590	14.40	2190	19.84
1986	106.2	0.0	74.9	71.6	77.6	4.3	1.50	24.95	59.4	41	.0	N.C.	N.A.	1515	14.27	2115	19.92
INSIDE HOCKEY*																	
1990	50.0	0.0	47.2	17.1	40.2	0.1	3.95	24.95	9.8	7	.0	N.C.	N.A.	2600	52.00	3250	65.00
1989	42.8	0.0	49.3	24.2	49.9	0.0	3.50	19.95	18.6	7	.2	N.C.	N.A.	2200	51.40	2750	64.25
1988	34.5	0.0	40.4	10.6	80.3	0.0	3.50	19.95	14.0-	5	1.4	33.3	1	1952	56.58	2440	70.72
1987																	
1986																	
SKI CANADA*																	
1990	46.0	0.0	82.1	19.8	4.6	0.0	2.95	16.45	20.3	7	4.2	N.C.	N.A.	3840	83.48	4800	104.35
1989	48.0	0.0	81.1	18.6	2.1	20.4	3.00	16.45	8.6	6	2.8	N.C.	N.A.	3730	77.71	4662	97.13
1988	49.0	0.0	80.2	23.0	22.5	19.8	3.00	17.50	2.8	6	2.2	N.C.	N.A.	3550	72.45	4440	90.61
1987																	
1986																	
TRAVEL																	
TRAVEL A' LA CARTE																	
1990	138.4	0.0	100.0	178.3	100.0	0.0	2.50	12.00	20.0	6	.0	N.C.	N.A.	5035	36.38	6940	50.14
1989	118.0	0.0	100.0	163.7	100.0	16.1	2.50	12.00	20.0	6	.0	N.C.	N.A.	5035	42.67	6940	58.81
1988	110.4	0.0	100.0	130.3	100.0	23.0	2.50	12.00	20.0	6	.0	N.C.	N.A.	5035	45.61	6940	62.86
1987	105.4	0.0	100.0	131.3	99.8	29.1	2.50	12.00	4.0	5	.0	N.C.	N.A.	4576	43.42	6310	59.87
1986	115.8	0.0	100.0	235.3	99.8	12.9	2.00	10.00	0.0	5	.0	N.C.	N.A.	3690	31.87	5050	43.61
TV & RADIO																	
THE NEWFOUNDLAND HERALD																	
1990	43.9	0.0	2.7	1.6	70.8	0.0	1.00	39.00	25.0	52	.0	N.C.	N.A.	989	22.53	1489	33.92
1989	42.2	0.0	3.6	2.2	55.5	0.0	1.00	39.00	25.0	52	.0	N.C.	N.A.	989	23.44	1489	35.28
1988	41.4	0.0	3.2	2.3	59.2	0.0	1.00	39.00	26.4	53	.0	N.C.	N.A.	940	22.71	1390	33.57
1987	39.3	0.0	2.5	1.3	100.0	0.0	1.00	41.00	21.2	52	.0	N.C.	N.A.	890	22.65	1328	33.79
1986	36.8	0.0	3.0	1.4	100.0	0.0	1.00	41.00	21.2	52	.0	N.C.	N.A.	890	24.18	1328	36.09

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
TV & RADIO (cont.)																	
TV GUIDE																	
1990	821.9	0.0	57.6	591.2	66.9	9.1	1.05	39.98	26.8	52	.0	N.C.	N.A.	11385	13.85	16665	20.28
1989	823.4	0.0	55.0	590.6	71.9	9.3	1.00	35.98	30.8	52	.0	N.C.	N.A.	10845	13.17	15870	19.27
1988	810.3	0.0	52.4	478.3	32.5	10.7	1.00	35.98	32.1	53	1.4	N.C.	N.A.	10230	12.62	14970	18.47
1987	806.1	0.0	51.7	493.4	75.1	11.3	0.95	33.98	31.2	52	7.8	N.C.	N.A.	9720	12.06	14465	17.94
1986	820.6	0.0	25.9	471.1	85.6	5.4	0.85	33.98	23.1	52	25.7	N.C.	N.A.	11288	13.76	14110	17.19
WOMEN'S																	
CANADIAN LIVING																	
1990	568.5	0.0	65.0	389.9	71.1	5.9	2.50	23.98	26.2	13	.0	N.C.	N.A.	16805	29.56	19770	34.78
1989	554.7	0.0	64.8	404.0	53.2	3.8	2.25	21.98	24.9	13	.0	N.C.	N.A.	15345	27.66	18055	32.55
1988	546.3	0.0	63.3	378.7	49.5	3.3	2.25	21.98	24.9	13	.0	N.C.	N.A.	14344	26.26	16875	30.89
1987	525.5	0.0	61.8	364.1	84.6	3.3	1.99	17.98	30.5	13	.0	N.C.	N.A.	13280	25.27	15625	29.73
1986	518.6	0.0	58.6	312.5	96.2	3.8	1.99	16.98	34.4	13	.0	N.C.	N.A.	12710	24.51	14950	28.83
CHATELAINE																	
1990	934.7	0.0	93.4	604.6	41.2	28.0	2.00	17.00	29.2	12	68.8	N.C.	N.A.	23355	24.99	29930	32.02
1989	977.2	0.0	93.8	583.4	33.6	20.2	2.00	17.00	29.2	12	58.9	1000.0	12	22785	23.32	29200	29.88
1988	1006.2	0.0	93.2	622.7	22.3	19.6	2.00	15.00	37.5	12	35.2	1000.0	7	21395	21.26	27420	27.25
1987	1050.8	0.0	93.1	650.7	16.1	35.5	2.00	15.00	37.5	12	18.5	1025.0	7	19175	18.25	24580	23.39
1986	1099.6	0.0	92.3	648.4	17.6	50.5	2.00	14.00	41.7	12	53.7	1100.0	5	19175	17.44	24580	22.35
CRAFTS PLUS*																	
1990	93.4	0.0	96.9	109.4	44.8	36.3	2.50	16.95	15.3	8	.0	N.C.	N.A.	2730	29.23	3570	38.22
1989	106.4	0.0	96.5	116.2	64.2	41.4	2.50	16.95	15.3	8	2.5	120.0	8	2600	24.44	3400	31.95
1988	91.6	0.0	97.1	169.2	62.2	44.8	2.00	14.95	6.6	8	.0	110.0	5	1900	20.74	2500	27.29
1987																	
1986																	
FLARE																	
1990	205.4	0.0	90.5	104.3	52.9	37.3	2.50	18.00	40.0	12	6.2	N.C.	N.A.	8515	41.46	11400	55.50
1989	206.7	0.0	89.7	82.5	34.2	24.2	2.50	18.00	40.0	12	7.3	210.0	10	8045	38.92	10770	52.10
1988	224.4	0.0	87.8	103.3	41.0	27.2	2.50	16.00	46.7	12	1.2	220.0	4	7455	33.22	9980	44.47
1987	224.6	0.0	86.6	120.3	37.7	25.4	2.25	16.00	40.7	12	7.2	220.0	2	6940	30.90	9290	41.36
1986	223.2	0.0	87.3	103.9	41.4	38.7	2.00	16.00	33.3	12	11.6	210.0	0	6555	29.37	8775	39.31
ORAH																	
1990	13.2	0.0	100.0	3.8	100.0	0.0	0.00	2.05	0.0	3	.0	N.C.	N.A.	593	44.92	N.A.	N.A.
1989	13.4	0.0	100.0	3.7	100.0	0.0	0.00	2.05	0.0	4	.0	N.C.	N.A.	593	44.25	N.A.	N.A.
1988	13.7	0.0	100.0	4.5	100.0	0.0	0.00	2.05	0.0	3	.0	N.C.	N.A.	593	43.28	N.A.	N.A.
1987	13.8	0.0	100.0	3.3	100.0	0.0	0.00	2.05	0.0	3	.0	N.C.	N.A.	593	42.97	N.A.	N.A.
1986	14.6	0.0	100.0	4.8	100.0	0.0	0.00	2.05	0.0	5	.0	N.C.	N.A.	593	40.62	N.A.	N.A.
TORONTO LIFE FASHION*																	
1990	122.6	0.0	91.4	27.7	2.4	2.2	2.25	12.00	23.8	7	12.2	N.C.	N.A.	6400	52.20	8000	65.25
1989	135.7	0.0	93.0	39.7	6.3	8.3	2.25	14.00	30.9	9	8.2	N.C.	N.A.	6400	47.16	8000	58.95
1988	141.0	0.0	90.3	54.4	15.1	0.3	2.25	12.00	40.7	9	5.0	150.0	8	5990	42.48	7490	53.12
1987	134.8	0.0	86.6	52.2	9.3	0.0	2.00	11.95	14.6	7	1.3	N.C.	N.A.	5990	44.44	7490	55.56
1986																	

*See Special Notes - Page 7

CANADIAN (ENGLISH) FIVE YEAR TREND INDICES BY CLASSIFICATION

BOATING & YACHTING

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	78.4	81.6	65.9	52.5
1989	84.8	87.1	76.1	81.0
1988	90.9	90.5	92.0	77.3
1987	97.8	97.7	97.7	82.6
1986	100.0	100.0	100.0	100.0

BUSINESS & FINANCE

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	93.0	91.6	116.5	82.7
1989	99.8	100.6	86.1	82.8
1988	97.5	98.0	88.7	120.5
1987	98.7	98.2	107.8	100.6
1986	100.0	100.0	100.0	100.0

CITY MAGAZINES

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	96.4	100.0	78.9	99.9
1989	98.9	103.5	76.5	96.5
1988	100.8	103.0	90.4	107.5
1987	100.5	100.2	102.4	114.6
1986	100.0	100.0	100.0	100.0

FISHING & HUNTING

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	96.8	102.6	63.2	93.9
1989	94.5	99.1	67.9	94.8
1988	95.9	99.4	75.6	109.1
1987	97.7	102.3	71.0	104.3
1986	100.0	100.0	100.0	100.0

GENERAL INTEREST

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	134.3	113.1	425.4	109.1
1989	137.5	114.1	459.6	131.5
1988	122.6	98.9	448.0	98.6
1987	100.3	100.3	99.1	99.5
1986	102.1	102.1	102.5	101.8

HOMES

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	281.1	279.9	297.3	246.6
1989	271.3	270.5	283.6	264.3
1988	186.4	188.4	158.2	197.2
1987	182.1	183.2	168.2	183.3
1986	100.0	100.0	100.0	100.0

NEWS

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	98.8	99.1	91.7	98.9
1989	100.2	100.3	97.1	98.8
1988	95.9	95.9	95.5	99.3
1987	98.2	98.2	97.8	90.4
1986	100.0	100.0	100.0	100.0

PHOTOGRAPHY

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	80.2	82.6	50.0	81.6
1989	91.3	93.3	66.7	82.6
1988	94.7	99.4	33.3	89.0
1987	96.5	96.4	97.9	127.5
1986	100.0	100.0	100.0	100.0

SPORTS & RECREATION

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	192.7	183.1	221.0	160.2
1989	193.4	184.7	219.1	164.7
1988	180.0	168.3	214.6	143.0
1987	104.0	104.9	100.7	102.9
1986	100.0	100.0	100.0	100.0

TRAVEL

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	119.5	119.5	.0	75.8
1989	101.9	101.9	.0	69.6
1988	95.3	95.3	.0	55.4
1987	91.0	91.0	.0	55.8
1986	100.0	100.0	.0	100.0

TV & RADIO

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	101.0	222.2	60.8	123.3
1989	101.0	212.7	63.9	125.5
1988	99.3	199.4	66.1	101.7
1987	98.6	195.5	66.4	104.7
1986	100.0	100.0	100.0	100.0

WOMEN'S

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	104.4	107.6	89.6	115.9
1989	107.4	111.5	88.6	114.9
1988	109.0	111.9	95.4	124.6
1987	105.0	106.5	98.1	111.3
1986	100.0	100.0	100.0	100.0

See Page 50 for Listing of Publications by Classification

INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
FRENCH																	
BOATING & YACHTING																	
QUEBEC YACHTING VOILE & MOTEUR																	
1990	7.9	0.0	71.8	3.6	66.6	0.0	2.95	19.50	17.4	8	.2	N.C.	N.A.	1585	200.63	2305	291.77
1989	7.9	0.0	70.4	3.2	91.3	0.0	2.95	19.50	17.4	8	.2	N.C.	N.A.	1510	191.14	2195	277.85
1988	8.0	0.0	70.5	3.4	98.8	32.1	2.95	19.50	17.4	8	.2	N.C.	N.A.	1430	178.75	2080	260.00
1987	8.0	0.0	71.4	2.6	100.0	0.0	2.75	19.50	11.4	8	.1	N.C.	N.A.	1350	168.75	1950	243.75
1986	7.1	0.0	75.7	3.5	99.9	0.0	2.75	19.50	21.2	9	.4	N.C.	N.A.	1310	184.51	N.A.	
FISHING & HUNTING																	
SENTIER CHASSE-PECHE																	
1990	75.9	0.0	77.4	25.7	41.8	53.2	3.50	31.50	18.2	11	.0	N.C.	N.A.	4230	55.73	5205	68.58
1989	77.7	0.0	75.4	30.8	66.7	40.6	3.25	29.95	16.2	11	.0	N.C.	N.A.	4030	51.87	4960	63.84
1988	73.1	0.0	74.0	29.1	99.9	54.3	3.00	28.25	14.4	11	.0	N.C.	N.A.	3840	52.53	4725	64.64
1987	73.6	0.0	73.5	25.6	98.0	50.7	2.95	26.00	26.6	12	.0	N.C.	N.A.	3655	49.66	4495	61.07
1986	73.4	0.0	75.5	31.1	100.0	99.6	2.95	26.00	19.9	11	.0	N.C.	N.A.	3480	47.41	4280	58.31
GENERAL INTEREST																	
L'ACTUALITE																	
1990	242.4	0.0	93.0	145.8	42.9	31.3	2.50	25.00	50.0	20	4.8	240.0	1	8950	36.92	11475	47.34
1989	253.5	0.0	91.4	177.8	34.1	13.8	2.50	25.00	16.7	12	6.5	250.0	2	8385	33.08	10750	42.41
1988	262.9	0.0	91.9	151.4	27.5	30.3	2.50	15.00	50.0	12	9.3	260.0	2	7600	28.91	9995	38.02
1987	264.9	0.0	91.6	131.3	24.0	40.7	2.00	15.00	37.5	12	2.8	260.0	0	7005	26.44	9215	34.79
1986	266.9	0.0	45.5	118.2	20.7	55.4	2.00	14.00	41.7	12	2.7	260.0	0	6575	24.63	8650	32.41
CROC																	
1990	64.8	0.0	17.8	8.3	100.0	36.3	3.25	26.95	30.9	12	.0	N.C.	N.A.	3215	49.61	3825	59.03
1989	74.4	0.0	18.9	10.1	100.0	59.6	2.95	26.95	23.9	12	.0	N.C.	N.A.	2970	41.53	3540	49.46
1988	79.6	0.0	20.4	15.1	100.0	83.8	2.95	26.95	23.9	12	.0	N.C.	N.A.	2970	37.31	3540	44.47
1987	76.8	0.0	20.1	16.4	100.0	0.0	2.95	26.95	23.9	12	.0	N.C.	N.A.	2750	35.81	3280	42.71
1986	73.4	0.0	20.4	17.9	100.0	0.0	2.75	24.00	27.3	12	0	N.C.	N.A.	2425	33.04	2890	39.37
SAFARIR*																	
1990	61.7	0.0	5.9	4.0	100.0	33.5	2.95	26.50	79.7-	5	.0	N.C.	N.A.	2500	40.52	2950	47.81
1989																	
1988																	
1987																	
1986																	

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
GENERAL INTEREST (cont.)																	
SELECTION DU READER'S DIGEST																	
1990	328.7	0.0	93.1	307.3	31.0	47.8	2.49	25.96	13.1	12	4.3	N.C.	N.A.	7460	22.70	9325	28.37
1989	343.0	0.0	93.2	379.4	28.6	36.2	2.49	25.46	14.8	12	10.8	N.C.	N.A.	7105	20.71	8880	25.89
1988	349.2	0.0	93.3	329.8	29.7	61.4	2.25	23.46	13.1	12	18.3	N.C.	N.A.	6915	19.80	8455	24.21
1987	359.3	0.0	93.3	335.0	26.2	42.1	2.25	22.46	16.8	12	21.0	N.C.	N.A.	6330	17.62	7740	21.54
1986	378.1	0.0	93.7	368.1	28.4	42.3	1.95	20.46	12.6	12	21.9	N.C.	N.A.	6330	16.74	7740	20.47
HEALTH																	
GUIDE RESSOURCES*																	
1990	26.9	0.0	51.0	10.6	100.0	49.9	3.25	17.00	12.8	6	.0	N.C.	N.A.	2000	74.35	2400	89.22
1989	21.6	0.0	51.5	9.5	97.3	0.0	3.25	15.00	23.1	6	.0	N.C.	N.A.	2000	92.59	2400	111.11
1988																	
1987																	
1986																	
SANTE*																	
1990	28.6	0.0	49.8	13.8	97.8	0.0	2.95	19.50	33.9	10	.5	N.C.	N.A.	2110	73.78	2595	90.73
1989	31.2	0.0	46.8	13.6	65.8	0.0	2.95	19.50	33.9	10	.5	N.C.	N.A.	1970	63.14	2425	77.72
1988	30.1	0.0	47.4	13.3	4.3	31.1	2.95	22.95	22.2	10	.0	N.C.	N.A.	2325	77.24	2800	93.02
1987	29.3	0.0	36.0	11.2	12.1	16.3	2.95	22.95	29.3	11	.0	N.C.	N.A.	1970	67.24	2425	82.76
1986																	
HOMES																	
DECORATION CHEZ-SOI																	
1990	59.2	0.0	50.6	19.6	0.5	40.7	2.95	22.00	25.4	10	.6	N.C.	N.A.	N.A.	N.A.	4500	76.01
1989	60.8	0.0	42.8	20.9	8.0	19.6	2.95	18.33	37.9	10	.2	N.C.	N.A.	N.A.	N.A.	4280	70.39
1988	62.7	0.0	40.3	22.5	12.2	25.5	2.95	25.95	20.0	11	.0	N.C.	N.A.	N.A.	N.A.	3885	61.96
1987	65.0	0.0	34.7	18.2	26.1	31.6	2.95	25.95	20.0	11	.0	N.C.	N.A.	N.A.	N.A.	3700	56.92
1986	64.9	0.0	29.9	15.3	82.2	0.0	2.75	23.95	20.8	11	.0	N.C.	N.A.	N.A.	N.A.	3520	54.24
LES IDEES DE MA MAISON																	
1990	70.9	0.0	54.6	32.0	0.4	28.6	2.95	22.00	25.4	10	.6	N.C.	N.A.	N.A.	N.A.	4720	66.57
1989	71.1	0.0	48.8	31.1	14.2	7.4	2.95	18.33	43.5	11	.3	N.C.	N.A.	N.A.	N.A.	4490	63.15
1988	86.7	0.0	43.7	25.0	7.8	7.9	2.95	24.00	18.6	10	.0	N.C.	N.A.	N.A.	N.A.	4285	49.42
1987	92.7	0.0	42.1	25.8	11.1	17.9	2.95	24.00	18.6	10	.0	N.C.	N.A.	N.A.	N.A.	3950	42.61
1986	89.9	0.0	41.9	26.5	29.1	25.5	2.75	24.00	12.7	10	.0	N.C.	N.A.	N.A.	N.A.	3825	42.55
PLANS DE MAISONS DU QUEBEC*																	
1990	27.6	0.0	22.2	4.5	11.0	64.1	3.95	10.00	36.7	4	.0	N.C.	N.A.	2320	84.06	2820	102.17
1989	34.7	0.0	21.0	4.4	40.8	13.5	3.95	8.00	49.4	4	.0	N.C.	N.A.	2180	62.82	2680	77.23
1988	29.6	0.0	26.1	5.4	23.5	60.3	3.95	12.95	18.0	4	.0	N.C.	N.A.	1675	56.59	2310	78.04
1987	28.9	0.0	23.3	5.1	71.1	0.0	3.95	12.95	18.0	4	.0	N.C.	N.A.	1595	55.19	2200	76.12
1986																	

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Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
HOMES (cont.)																	
RENOVATION BRICOLAGE																	
1990	41.5	0.0	76.2	24.9	0.6	50.4	2.95	18.33	37.9	10	.2	N.C.	N.A.	3300	79.52	3800	91.57
1989	36.1	0.0	69.8	25.2	24.8	21.6	2.95	18.72	42.3	11	.1	N.C.	N.A.	3120	86.43	3620	100.28
1988	37.4	0.0	69.1	23.0	5.5	69.9	2.95	27.95	13.9	11	.0	N.C.	N.A.	2805	75.00	3285	87.83
1987	36.8	0.0	72.1	22.9	26.1	19.8	2.95	27.95	21.0	12	.0	N.C.	N.A.	2670	72.55	3125	84.92
1986	37.3	0.0	67.4	25	83.4	0.0	2.95	25.95	26.7	12	.0	N.C.	N.A.	2205	59.12	2705	72.52
SCIENCE & TECHNOLOGY																	
QUEBEC SCIENCE																	
1990	15.5	0.0	77.9	8.7	98.5	26.0	3.25	28.00	13.8	10	.0	N.C.	N.A.	1600	103.23	2125	137.10
1989	17.6	0.0	79.7	8.2	98.3	0.0	3.25	28.00	21.7	11	.0	N.C.	N.A.	1600	90.91	2125	120.74
1988	19.4	0.0	78.7	11.2	97.8	0.0	3.25	28.00	21.7	11	.5	N.C.	N.A.	1600	82.47	2125	109.54
1987	20.1	0.0	77.3	9.5	99.7	0.0	2.95	25.00	23.0	11	.4	N.C.	N.A.	1600	79.60	2125	105.72
1986	19.6	0.0	77.4	14.2	98.9	0.0	2.95	25.00	29.4	12	.0	N.C.	N.A.	1600	81.63	2125	108.42
SENIOR CITIZENS																	
LE BEL AGE*																	
1990	57.4	0.0	79.1	50.3	97.3	58.8	2.75	19.25	30.0	10	1.1	N.C.	N.A.	2700	47.04	3300	57.49
1989	46.7	0.0	72.3	30.8	84.9	12.4	2.25	18.00	20.0	10	.9	N.C.	N.A.	2300	49.25	2900	62.10
1988																	
1987																	
1986																	
TV & RADIO																	
TV HEBDO																	
1990	300.4	0.0	28.6	53.7	0.1	5.4	1.25	53.18	18.2	52	.0	289.1	15	4972	16.55	6215	20.69
1989	322.3	0.0	28.5	99.1	1.1	0.3	1.10	53.18	7.0	52	.0	289.1	9	4736	14.69	5920	18.37
1988#	301.8	0.0	18.7	77.3	0.0	0.0	1.10	46.80	18.2	52	.0	289.1	12	4384	14.53	5480	18.16
1987	274.1	0.0	18.0	46.2	0.5	0.0	0.95	39.78	19.5	52	.0	272.4	8	4116	15.02	5145	18.77
1986	270.8	0.0	18.7	61.6	0.0	0.0	0.95	39.78	19.5	52	.0	N.C.	N.A.	3315	12.24	4535	16.75
TV HEBDO - TELEROMANS*																	
1990	68.9	0.0	3.3	1.9	0.2	0.0	2.95	9.99	15.3	4	.0	N.C.	N.A.	2312	33.56	2890	41.94
1989	67.3	0.0	2.4	1.5	36.6	0.0	2.75	9.99	9.2	4	.0	N.C.	N.A.	2312	34.35	2890	42.94
1988																	
1987																	
1986																	
TV PLUS																	
1990	16.4	0.0	1.5	0.3	80.5	0.0	1.10	42.90	25.0	52	.0	N.C.	N.A.	325	19.82	N.A.	N.A.
1989	16.6	0.0	1.2	0.2	46.3	0.0	1.00	37.44	28.0	52	.0	N.C.	N.A.	310	18.67	N.A.	N.A.
1988	19.7	0.0	1.1	0.2	54.3	0.0	0.90	37.44	23.0	54	.0	N.C.	N.A.	300	15.23	N.A.	N.A.
1987	21.6	0.0	0.9	0.2	15.6	0.0	0.85	37.44	15.3	52	.0	N.C.	N.A.	280	12.96	N.A.	N.A.
1986	22.7	0.0	0.3	0.2	58.9	0.0	0.85	37.44	15.3	52	.0	N.C.	N.A.	265	11.67	N.A.	N.A.

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Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sng. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
CHATELAINE (FRENCH LANGUAGE EDITION)																	
1990	221.8	0.0	92.4	113.8	51.8	31.6	2.25	17.00	37.0	12	13.4	N.C.	N.A.	7610	34.31	9780	44.09
1989	245.5	0.0	93.0	149.4	43.7	28.4	2.25	17.00	37.0	12	17.6	250.0	10	7425	30.24	9540	38.86
1988	265.8	0.0	93.1	135.9	34.9	42.2	2.00	15.00	37.5	12	16.4	260.0	5	7210	27.13	9260	34.84
1987	283.0	0.0	92.9	149.0	19.7	48.0	2.00	15.00	37.5	12	9.2	275.0	6	6560	23.18	8420	29.75
1986	299.2	0.0	92.8	144.7	19.5	65.1	2.00	14.00	41.7	12	15.9	300.0	5	6550	21.89	8420	28.14
CLIN D'OEIL																	
1990	62.8	0.0	36.2	17.3	0.5	47.3	2.95	22.00	37.9	12	.5	N.C.	N.A.	5180	82.48	5680	90.45
1989	66.3	0.0	26.1	14.1	14.5	0.0	2.95	22.00	37.9	12	.1	N.C.	N.A.	4100	61.84	4520	68.17
1988	73.6	0.0	22.6	18.0	4.8	33.8	2.95	27.95	21.0	12	.0	N.C.	N.A.	4100	55.71	4520	61.41
1987	71.3	0.0	16.4	10.0	8.8	17.3	2.95	27.95	21.0	12	.0	N.C.	N.A.	3905	54.77	4305	60.38
1986	68.1	0.0	13.1	7.9	72.6	0.0	2.95	30.95	19.3	13	.0	N.C.	N.A.	3210	47.14	3720	54.63
COUP DE POUCE																	
1990	145.8	0.0	53.1	36.5	28.1	41.4	2.75	19.50	45.5	13	3.7	N.C.	N.A.	2338	16.04	2750	18.86
1989	142.0	0.0	50.9	50.1	84.8	6.6	2.50	19.50	40.0	13	2.6	N.C.	N.A.	5512	38.82	6485	45.67
1988	135.0	0.0	42.8	46.7	56.6	0.0	2.50	19.50	40.0	13	4.3	N.C.	N.A.	5202	38.53	6120	45.33
1987	141.2	0.0	45.5	52.5	0.6	0.0	2.25	26.33	10.0	13	5.0	N.C.	N.A.	5000	35.41	5885	41.68
1986	149.3	0.0	44.0	62.9	0.1	0.0	1.89	20.41	16.9	13	4.7	N.C.	N.A.	5000	33.49	5885	39.42
L'ESSENTIEL*																	
1990	106.4	0.0	39.3	35.6	0.6	50.4	2.75	22.00	33.3	12	.8	N.C.	N.A.	4950	46.52	5450	51.22
1989	115.5	0.0	25.4	41.3	43.3	40.2	2.50	22.00	26.7	12	.4	N.C.	N.A.	4450	38.53	4950	42.86
1988																	
1987																	
1986																	
FILLES D'AUJOURD'HUI																	
1990	62.4	0.0	41.7	27.3	18.6	41.9	2.50	18.00	40.0	12	.0	N.C.	N.A.	2400	38.46	2900	46.47
1989	52.1	0.0	38.8	28.4	39.4	22.8	2.50	18.00	40.0	12	.1	N.C.	N.A.	1665	31.96	2135	40.98
1988	39.7	0.0	32.8	15.6	26.2	22.4	2.50	25.00	16.7	12	.0	N.C.	N.A.	1665	41.94	2135	53.78
1987	33.2	0.0	39.3	8.1	38.8	38.8	2.50	25.00	16.7	12	.0	N.C.	N.A.	1250	37.65	1650	49.70
1986	32.3	0.0	53.6	13.5	8.4	14.8	2.25	25.00	7.4	12	.0	N.C.	N.A.	1090	33.75	1490	46.13

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CANADIAN (FRENCH) FIVE YEAR TREND INDICES BY CLASSIFICATION

BOATING & YACHTING

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	111.3	105.5	129.4	102.9
1989	111.3	103.5	135.3	91.4
1988	112.7	104.9	141.2	97.1
1987	112.7	106.3	135.3	74.3
1986	100.0	100.0	100.0	100.0

FISHING & HUNTING

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	103.4	106.0	95.6	82.6
1989	105.9	105.7	106.1	99.0
1988	99.6	97.6	105.6	93.6
1987	100.3	97.6	108.3	82.3
1986	100.0	100.0	100.0	100.0

GENERAL INTEREST

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	90.2	113.1	41.0	94.8
1989	94.7	117.0	46.6	115.3
1988	96.3	118.9	47.5	98.4
1987	97.6	120.9	47.3	95.7
1986	100.0	100.0	100.0	100.0

HOMES

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	103.7	129.4	84.4	123.7
1989	105.5	113.4	99.6	124.6
1988	112.6	117.7	108.9	115.9
1987	116.3	115.4	117.0	109.9
1986	100.0	100.0	100.0	100.0

SCIENCE & TECHNOLOGY

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	79.1	79.6	77.3	61.3
1989	89.8	92.5	81.8	57.7
1988	99.0	100.6	93.2	78.9
1987	102.6	102.4	104.5	66.9
1986	100.0	100.0	100.0	100.0

TV & RADIO

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	131.4	174.4	122.4	90.5
1989	138.3	184.7	127.1	163.1
1988	86.8	319.1	86.3	100.0
1987	95.2	285.3	94.7	100.0
1986	100.0	100.0	100.0	100.0

WOMEN'S

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1990	142.8	119.6	190.7	134.0
1989	147.5	116.6	211.0	160.7
1988	125.3	102.9	171.4	138.7
1987	114.8	101.0	143.3	114.5
1986	117.3	103.7	145.5	108.8

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